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AMERICAN ARTISAN and Hardware Record

VOL. 85. No. 23.

620 SOUTH MICHIGAN AVENUE, CHICAGO, JUNE 9, 1923.

\$2.00 Per Year.

Utica Heater Company's Remarkable Smokeless Heater

THE SUPER-SMOKELESS FURNACE

Burns Soft Coal Without Smoke

SUPER-SMOKELESS Furnaces are already popular in the soft coal sections. Their smokeless, sootless operation and noticeable fuel economy appeals to all sensible people. SUPER-SMOKELESS Furnaces offer heating men an opportunity to sell furnaces that have unusual features and real merit.

SUPER-SMOKELESS Furnaces make practical use of the scientific Bunsen Burner Principle. Sufficient oxygen, properly heated, is mixed with the combustible gases, thus assuring highly efficiency consumption of the heavy smoke and soot of soft coal.

All Sizes of SUPERIOR Pipe and NEW IDEA Pipeless Furnaces with the SUPER-SMOKELESS Feature.

All sizes of the Utica Heater Company's line of SUPERIOR Pipe and NEW IDEA Pipeless Furnaces are available with the SUPER-SMOKELESS device. These are the quickest erected warm air heaters made; they include many important improvements in design and construction. With the SUPER-SMOKELESS feature the SUPERIOR and NEW IDEA now represent an exceptionally desirable line for progressive heating men in every territory. Investigate this proposition.

UTICA HEATER COMPANY

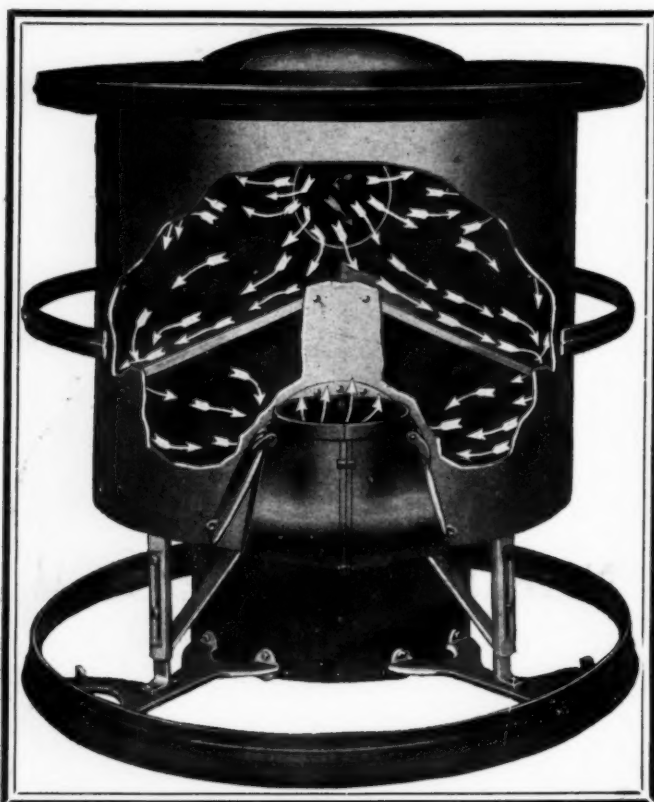
UTICA, New York

218-220 West Kinzie Street CHICAGO, ILL.



No heat wasted up the chimney

BEFORE reaching the chimney the additional intensely hot flames created by the Weir in burning the soot and gases must pass thru this auxiliary "radiator."



More heating surface in this WEIR extra radiator than in the entire surface of some furnaces

NOTICE from the illustration the size of the Weir drum—also the direction of the fire travel.

Your customers are assured of not only **better heating** but **more heat from less fuel** when you sell them a WEIR.

Write today for new booklet on WEIR features.

The
Weir

**GAS AND SOOT
CONSUMING**

Furnace



The MEYER FURNACE Co.
Peoria, Illinois

Conventions IN St. Louis

DURING WEEK OF

June 25th
1923

National Association of
Sheet Metal Contractors
June 25th to 29th

Western Warm Air Fur-
nace and Supply Associ-
ation *June 25th*

Missouri Sheet Metal
Contractors' Association
June 25th

*Complete Reports of all
these Business Sessions*

IN

June 30th issue

OF

AMERICAN ARTISAN

Mail your reservation for advertising
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620 South Michigan Avenue
CHICAGO, ILLINOIS

Founded 1880 by Daniel Stern

Thoroughly Covers
the Hardware, Stove,
Sheet Metal, and
Warm Air Heating and
Ventilating Interests

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THE SO-CALLED LIVING WAGE AND ITS LOGICAL CONSEQUENCE.

"The world owes every man a living," is a favorite text of the soap box orator.

The world "owes" no such thing to anybody.

No one can become a debtor to another without the latter having first performed a service that is worth paying for.

But let us for argument's sake agree that every man or woman who works is entitled to a "living wage."

What does that mean?

Does it mean that the laborer who sweeps the floor is to be paid at the same rate as the young man who has just graduated into a journeyman'ship as a mechanic?

The laborer may have a family of several small children. He may, through misfortune, have fallen to the necessity of performing this low class of labor, although his education and early training may have been such as to lead us to suppose that his standard of living was fairly high.

The young mechanic may have no one dependent upon him, and his "standard of living" may not be so very high.

How is the "living wage" standard to apply in these two cases?

Manifestly, it will cost the mechanic less to "live" than the amount absolutely necessary for the laborer and his family to keep body and soul together.

"This is specious argument," some will say.

It may be specious, but so far no one has

shown a real reason why it should be called by that name.

However, be that as it may, the fact remains that the so-called "living wage" theory inevitably brings us into the vicious circle of "higher wages, higher manufacturing costs, higher selling prices."

And we saw in 1920 what that dog-chasing-its-tail policy just as inevitably results in—a sudden stop of industry, with no wages at all for millions of people willing to work.

It would be all right to raise wages whenever living costs went up—

Provided that the output of every man or woman who receives these higher wages was increased in proportion.

But is it?

On the contrary—

The output per hour of a bricklayer, for example—under far more favorable circumstances today than twenty years ago—is nearly forty per cent lower, and he is getting more than a hundred per cent higher pay.

Labor saving machinery may—and in some cases does—make it possible to pay skilled and semi-skilled labor higher wages and still keep manufacturing costs at a low level, but in many lines wage increases add just that amount to the cost of manufacture.

Isn't it about time that those who have the welfare of the great general public at heart take a more prominent part in wage negotiations?

Random Notes and Sketches.

By Sidney Arnold

I am going to have a flivver ride on Friday, June 29th, from Kalamazoo to Gull Lake, along with a bunch of Michigan sheet metal folks.

Frank Ederle says: "The best way for those who must travel by train to get to the Michigan sheet metal outing at Gull Lake is to go to either Battle Creek or Kalamazoo, then take the interurban trolley to the hotel, but if anybody should care to ride in our flivvers, we will arrange to meet any trains at either Battle Creek or Kalamazoo. All that is necessary would be to inform us of the train arrival and we will do the rest."

That Michigan "bunch" is sure a hospitable lot, and I am going to take the flivver trip.

* * *

"Tony" Howe, of the J. M. & L. A. Osborn Company, was making a social call on George Thesmacher during the latter's recent illness.

George was smoking a cigar and did not seem to be enjoying it very much. He explained that it had been given to him by a friend, whom Tony knew but slightly, as a sort of treat on the occasion of an addition to the man's family.

"Was it his first son?" asked Tony.

"Don't know for sure," replied George, "but it tastes about like the fifth."

* * *

Karl Roth, of Braden Manufacturing Company, was at the recent meeting of the Metal Branch in Cleveland, and as many of you know, he is reasonably tall, making it easy to find him, if for no other reason; but it was not always easy to get to him, for he had a crowd of fellows around swapping stories, and he more than held his own.

Here is one of his latest:

Little Johnny, son of a physician, was attending a Sunday school class and the teacher was endeavor-

ing to impress on the scholars the necessity of leading good lives, in order to go to heaven.

In the course of her talk she asked Johnny: "What must you do to get to heaven?"

Johnny said: "You must die."

"Yes, that is right enough, but what do you do first?"

"You must get sick and then send for papa."

* * *

Talk about solid comfort. Just look at this picture. At least five hundred pounds of—I almost said "dead weight," but you can't use that expression about Frank Gould or Bill Brezette, for they are sure



Frank Gould and William M. Brezette Taking Sun Bath on Boat at Jacksonville, Florida.

"live birds," even if they believe in taking their ease when opportunity offers.

Frank and Bill are old-timers in the hardware game and what they do not know about selling simply has not been written.

Both enjoy a good story and a good cigar, as you will note from the picture.

* * *

Kurt Seelbach, of the Northern Institute, in which warm air furnace men are taught the best methods of installation, sends me the following

"verse," which is supposed to be a "kick" to a concern selling water-proof paint by mail:

"When your letter of January was received,

Allow me to assure you I was intensely grieved.

If the account was fair and just in every way,

I'd sit right down and write you a check today.

They sold me some stuff for water-proof;

Said it would prevent rain comin' through the roof.

Eight-year guarantee if you put it on right,

Your darned old roof will be water-tight.

The roof was covered with their wonderful dope,

And it was just as effective as a cake of soap.

The rain came through on the sleeping roomers,

Spoiled a gentleman's pajamas and his lady's bloomers.

A fellow sleeping face downward turned around

And shrieked out loudly, 'I'm getting drowned!'

The rain ruined new painting, damaged wall and floor,

Even ran through into my feed and straw."

* * *

A. B. Meston, of the Quick Furnace & Supply Company, sends me the following:

During the trial of a case in a Western court one of the jurors suddenly rose from his seat and made a break for the door. He was arrested in his flight and hauled back to the box, where he was sharply reprimanded by the judge.

"I'd like to know what this means, anyway," snorted the court in concluding his remarks.

"Well, your honor," explained the man, "when the lawyer for the defense got through talking I'd made up my mind this bird wasn't guilty, but when the prosecutor got started, I says to myself, 'I better get out and stay away till he's finished,' because to tell the truth, your honor, I didn't like the way the case was going."

Dr. Wagner Urges Better Construction of Homes and Tells Builders Some Striking Facts.

President of Success Heater and Manufacturing Company Makes It Plain That Cheating Never Pays.

THE old saying is that a prophet is honored save in his own country, holds good today, but there are some prophets who are also honored in their home town, and one of them is John P. Wagner, President of the Success Heater and Manufacturing Company, who has been a resident of Des Moines only a few years, but in those few years has built up a reputation for straight-forward thinking and constructive work.

"J. P." was for many years a practicing physician of recognized ability, but his analytical mind was drawn toward business management, and in this, his most recent field, he has gained the esteem of his competitors and the good will of his customers.

Once in a while, when away on business trips, Dr. Wagner is prevailed upon to address gatherings of executives, and from the accompanying letter from one of his customers and the clipping from one of the Johnstown, Pennsylvania, newspapers, it will be seen that he is not afraid of speaking the truth, and also that those who listen to him are glad of the opportunity of having the truth told in a manner which turns them toward better ways.

Here is the letter:

TO AMERICAN ARTISAN:

Being a reader of your paper, I quite often read articles in your paper concerning our friend, Dr. John P. Wagner, of the Success Heater Company, of Des Moines.

Dr. Wagner recently paid us a visit, stopping off here on his way East, and while here delivered a number of very fine addresses in the interest of better homes and better communities. Dr. Wagner's talks were very well received and he has been asked to return for a future address.

You will note that the newspaper

men are in the habit of abbreviating addresses of this kind as much as possible; however, the clipping covers some of the main points of his talk.

Hoping that the clipping will be of some interest to you, I am,

Very truly yours,

JOSEPH PFEFFER.

The letterhead bears the imprint of "Successful Heating" and shows two types of Success warm air heaters.



John P. Wagner.
President Success Heater and Manufacturing Company, Des Moines, Iowa.

The newspaper clipping referred to in the foregoing follows:

Building Contractors Urged to Be Honest by Noted Westerner—Dr. Wagner Declares It Is Criminal to Erect a House Unfit to Become a Home—Talks to Johnstown Exchange.

"To build a man a house that is not fit to live in is a crime and they do put men in the penitentiary for less," Dr. John P. Wagner of Des Moines, Iowa, told members of the Johnstown Builders' Exchange last night in an address in the rooms of the exchange in the Fisher Building. He attacked the love of money as the root of all evil and stressed

the necessity for and value in "co-operative competition."

"Community Betterment" was the subject Dr. Wagner was called to talk upon and this subject was covered thoroughly in his address which carried with it a feeling of personal interest in Johnstown, for the speaker was one of the first volunteers to come to Johnstown at the time of the disaster in 1889. Later he took up engineering and today is president of the Success Heater Manufacturing Company of Des Moines. He supervised the construction of the Belasco Theater, Washington; the Kansas City bridge and other outstanding engineering feats.

Stresses Goodness of Purpose.

In the opening of his address last night Dr. Wagner urged the builders and others present to learn to aid and be aided by meeting together with a good purpose. He declared that the goodness of the purpose would determine the power of that purpose and the resultant accomplishments.

In carrying out this thought he recalled the history of the Colonies, the purpose of the Colonists and the great result which is seen in the Declaration of Independence. He told how the men who framed the Declaration of Independence had squabbled among themselves and how finally one of them said: "Let us reason." This injunction, the speaker said, was followed by this prayer, "Give us understanding," and in answer to that prayer came freedom and brotherhood.

"Your vision of your community is your first requisite as to what your purpose should be," Dr. Wagner said. "A man without a vision is a dead man," he declared. He then attacked the modern tendency to laxity in daily affairs of life, declaring that this laxity is a crime and that humanity was constantly being lowered by the vain things. He denounced frivolity and said "jazz" should be damned.

"Did it ever occur to you that our last war was a jazz war?" he asked and then launched into a denunciation of the frivolity that is being

spread by the tendency of laxity, taking a fling at motion pictures, doctors, lawyers and preachers. He charged failure to have better homes, better buildings and better conditions to this tendency to run to frivolous things and told of being in a school house, not 12 miles from Johnstown, which he said was filthy.

Deception and susceptibility to flattery were pointed out as leading faults of modern times. Dr. Wagner denounced the architect, the builder, the contractor and others who would deceive or be parties to deception in business for gain. He admonished architects to put their visions in their plans, builders to put their visions in their buildings. Competition was described as the temptation of Satan. "No one forces you to do anything; you do it yourself. Don't blame the other fellow," he said.

"Lack of coöperation among the builders is what's the matter," he said. "Let us work together. Coöperative competition is the most beautiful thing you can think of. Be sure of yourself and the only time you can be sure of yourself is when your purpose is honest," he said.

It was at this point that he urged the building of houses fit for homes. "The way you build a house has to do with the unborn, has to do with the little ones growing up, and with the mother, the wife, the husband and yourself," he said. He cited a building operation in Ohio where a firm built homes for workingmen and the walls of those homes caved in, the furnaces had to be taken out in a short time and illness swept the colony.

Urges Constructive Thinking.

"Lack of constructive thinking is the thing that's keeping us down," Dr. Wagner asserted. "It is easy to go with the gang but it is more blessed to go with the pioneer," he said.

Dr. Wagner expressed a personal interest in Johnstown, saying, "I want to see Johnstown grow. When I saw the devastation here 34 years

ago I wondered would this town ever be rebuilt. It took that calamity to make Johnstown pick itself up and grow. It might have been ten-fold larger, ten-fold greater, had it done differently. Now is the time. Coöperate."

Zideck Tells How Poor Pipe Arrangements May Be Remedied With Little Cost.

The Reason for Failure of Pipe to Function Is That Heated Air Always Seeks the Easiest Outlet.

Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD by
E. E. Zideck, Instructor in Charge of Sheet Metal Work and Allied
Trades at the Lincoln Institute, New York City.

IN OUR issue of June 2, page 17, we published the fifth of a series of articles written by E. E. Zideck on solving heating problems which are constantly confronting furnace installers.

In this article Mr. Zideck explains the actions of cold and warm air with relation to the gravity system.

Article VI.

In the gravity system of air heating satisfactory results cannot be obtained unless there are facilities for the heat-diffused and lighter air to automatically find its way—and travel it—a-top the cold air contained in whatever space.

The heated air acts in colder air as oil acts in water. It rises to the top. At the same time, the heat-diffused air imparts the heat particles which it carries to the colder air through which it travels. Because of this, it loses much of the upward push which it had when, a small volume of it, it became loaded with heat from the furnace.

At the time fire is started in the encased firing apparatus, the space within the casing within the hood and in the pipes is filled with cold air. The fire burning within imparts its heat particles to the furnace metal contacting with the casing air. The heat particles are absorbed by the air next to the heating-up metal, and, in turn, are transplanted to the bulk of air in the casing. At the same time, some of the heat-containing air enters the

In recounting the story of the prophets he pointed to the necessity for sublime thought and warned builders and others against compromising situations, saying, "Compromise is a miserable snake of deception."

hood and within the hood it transplants its heat to the cold air through which it rises. The same process goes on within the pipes, until the whole contents of them have become lukewarm.

The pipes with the greatest elevation will be the first to show a stream of heat coming up, gradually getting hotter, until the most heated air directly from above the furnace has established a straight and a strong travel through them.

It is a fact that, as long as the heated air is pressed down by the solid columns of cold air within the pipes, the former will spread sideways and enter the more level pipes just as readily as the upward ones. But once the heat has fought its way through the cold air pressing down upon it, which pressure is strongest in the most vertical pipes, then it will follow on this way at a velocity just as great as the furnace continues to gain in radiating more heat, and there will be no heat, or little heat, left to travel through the longer and more level pipes.

It will be remembered from one of the preceding articles in which this feature was fully discussed, that the 1,000 cubic inches of air, well heated by a capable furnace, can be discharged in two ways: first, at a low rate of speed, and second, at a velocity at which the 1,000 inches are carried through pipes of half the capacity as fast as produced.

If the system of pipe arrangement is such as to facilitate the travel of the heated air through all of them, then the 1,000 cubic inches, produced from once to ten times per second (according to whether low or full fire is burning in the apparatus), will rise and travel through the combined pipe area of 1,000 inches capacity at just such velocity as the furnace produces it.

But if the pipe arrangement favors five pipes out of ten, viz., five pipes are equally inclined, and the rest are equally less so and the former are equally short and the latter longer, and they all are taken off from the top of the hood or from its side at same height, then the five favored pipes will carry all the heat by simply discharging it at a rate from two to twenty times per second instead of from once to ten times per second when carried by all the pipes.

The practice of taking off every pipe, short and long, from either the top or the side of the hood at the same height does not facilitate the distribution of heat through every one of them. Rather, that happens which is discussed above: *the heat chooses the most convenient way and travels it at an increased speed.*

The more correct way, in the sense of adequate heat distribution, would be to connect the pipes with the greater elevation to the *side* of the hood, as low as possible; and the long pipes to the top of the hood or to the side of it, but *higher* than the short ones are placed.

It is contrary to convenience and, in some sense, to the theory of getting as much as possible rise to the long pipes, but *experience* shows that the 10-inch rise on a 15-foot long pipe can not compete with the almost vertical 5-foot long pipe.

If it can not compete, what is the use of putting it in that way?

The real trouble actually roots in the taking off of the pipes from the top of the hood, all alike, thereby creating the conditions under which the hottest air enters those channels through which it can push straight

upward, and escapes through them.

Let us consider the other way: The shorter the pipe, the lower is it placed on the hood, and the longer the pipe, the higher is its place on the hood. The hottest air always is at the top in the hood. Consequently, it will enter the only opening left for it, at the top, which, in this case, are openings into the long pipes.

The short pipe openings, placed right above the upper casing ring, will be fed abundantly, despite the

GRAVITY system must provide means for heat-diffused air to find its way automatically to the top of the cold air.

The action of heated air in its relation to cold air in the furnace is similar to the action of oil. It rises to the top.

The downward pressure of the cold air will cause the warm air to spread sidewise and enter the more level pipes as readily as it enters the upward pipe.

In this way, Mr. Zideck explains what actions take place and how the cycle changes as the temperature of the furnace varies.

intended obstruction of a low place and necessary elbowing, by the less hot air coming up from within the casing.

This arrangement prevents the short pipes getting the *hottest* air and receiving it as quickly as it comes up, thus establishing themselves as the sole transmitters of heat in the system.

Heated air will not descend once it has risen to the top within the hood and, there being no other channels for it to enter than those of the long pipes, it will enter them and travel through them at about the same velocity as the less heated air speeds through the short pipes.

By such an arrangement of the pipes it is possible for every pipe

getting its right quota of the air and carry it up at an almost uniform, in all pipes, rate of speed.

Another way of obtaining the above results is to place all pipe connections at the top of the hood but the short pipes *extending into the hood* to almost touch the furnace.

Still another way is to *divide* the hood into compartments, the walls almost touching the furnace. In this arrangement each compartment receives its quota of the hot air and, once the air is within the compartment, it can not return and must enter the pipe.

This latter arrangement has been successfully tried out in cases where there was one or two long pipes in the system, with no heat coming up through them. A compartment built for the long pipe within the hood was all that was necessary to divert a stream of heat and getting it into the long pipe.

In one case just recently attended to there were six upward and two extremely long and almost level pipes, all taken off from the top of the hood. Naturally, the two long pipes discharged no heat at all.

The condition permitting, we even did not take off the hood. We just disconnected the two long pipes, cut the hood top out on that side and built a 12-inch high elevation to it, covering one-third of the entire hood. Then we connected the two pipes to the *side* of this elevation.

By that arrangement we got one-third of the air into this hood elevation and, there being no other pipes connected to it than the two long ones, the air entered them and came up at almost the same push as it had at the shorter pipes.

(To be continued.)

As I look about me at the stores which are holding their own under these trying times in this country I see them all advertising and putting more time, money and effort into it than ever before. They are the proof of the pudding. They present facts we cannot deny.—C. E. Lawrence.

What Suggestions Have You for Improving This Warm Air Furnace Installation?

J. M. Simson, Brunsville, Iowa, Desires Helpful Criticism of Installation Plan Shown in Accompanying Illustrations.

HERE is a chance for you warm air furnace men to help out one of your fellow installers.

We are in receipt of the following letter and two drawings which are reproduced herewith:

TO AMERICAN ARTISAN:

Herewith find drawing of a church I made for a warm air heating plant.

Is there any suggestion you can make? If so, please let me hear through your valuable paper.

The two cold air ducts at the front of the church, each 16x24, are of wood and run to floor of basement, with wire grille at bottom on three sides, and the cold air duct is near the furnace, a 30x30 over a 16x42 trench; the other two are 24x24 and run to basement to a 16x36 trench to furnace pit trench; pit to be bricked out.

The warm air pipe is to have a 38x42 grate in floor with damper, so that it can be closed off to heat

basement, and a 24x30 grille in wall in basement to heat same.

J. M. SIMEON,

Furnace Installer, Dirk's Hardware.

Brunsville, Iowa, June 22, 1923.

A Furnace Catalog That Contains Very Useful Information on Many Points.

In full keeping with the high reputation of the Estate Stove Company for manufacturing good quality stoves, ranges and warm air furnaces, their Catalog 19, in which are illustrated and described their warm air furnaces and Heatrolas, is of exceptionally fine appearance, printed in black, blue and mahogany on enameled paper, thus making it possible to bring out in close detail the important features of these lines.

Four pages, printed in blue and black, are of special interest to the installer who has calls for single-

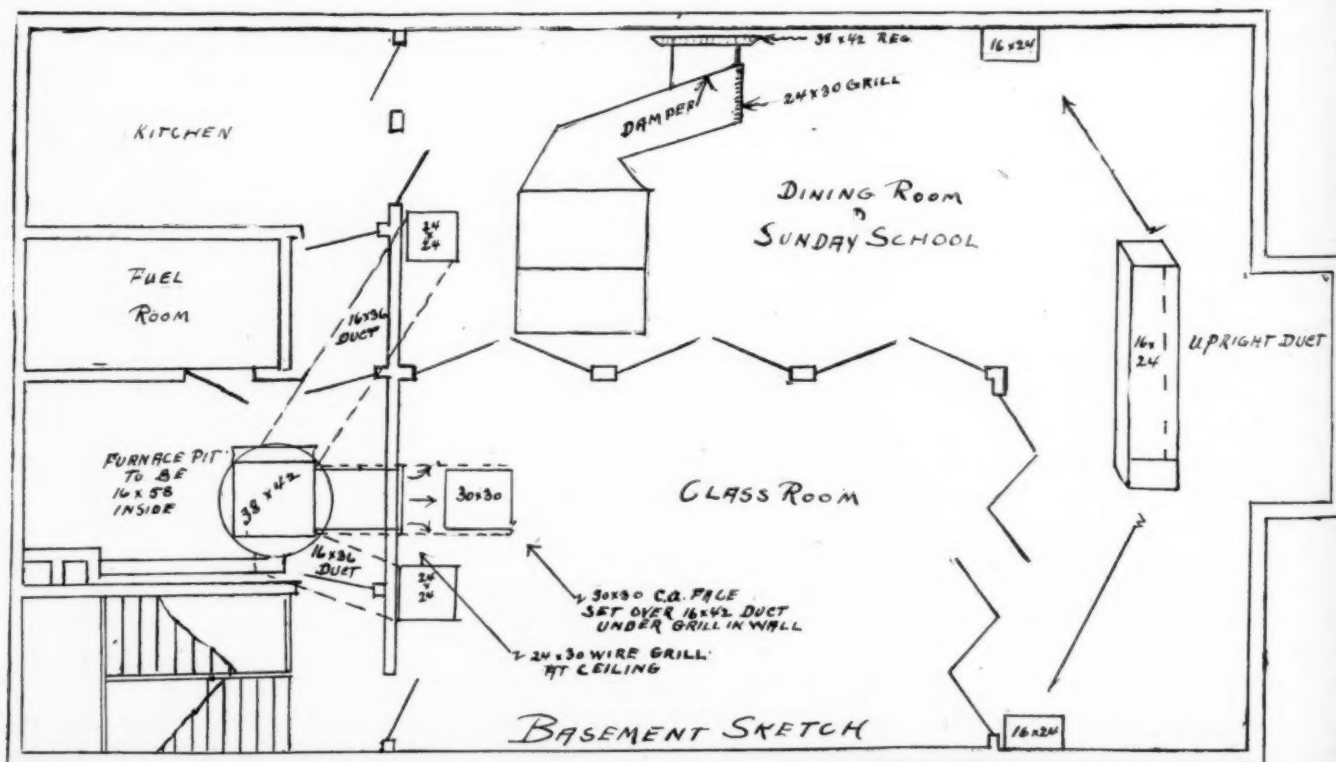
register warm air furnaces, as they make it very plain how such furnaces can be adapted to such special conditions, such as extra heat in the bathroom; cases where the register cannot be located directly above the furnaces; cases where basement rooms are to be heated as well as the first floor, such as in churches, store buildings, etc.

Four pages are also devoted to illustrations and descriptions of the "Heatrola" of which, the company states, thousands are in use, in every section of the country.

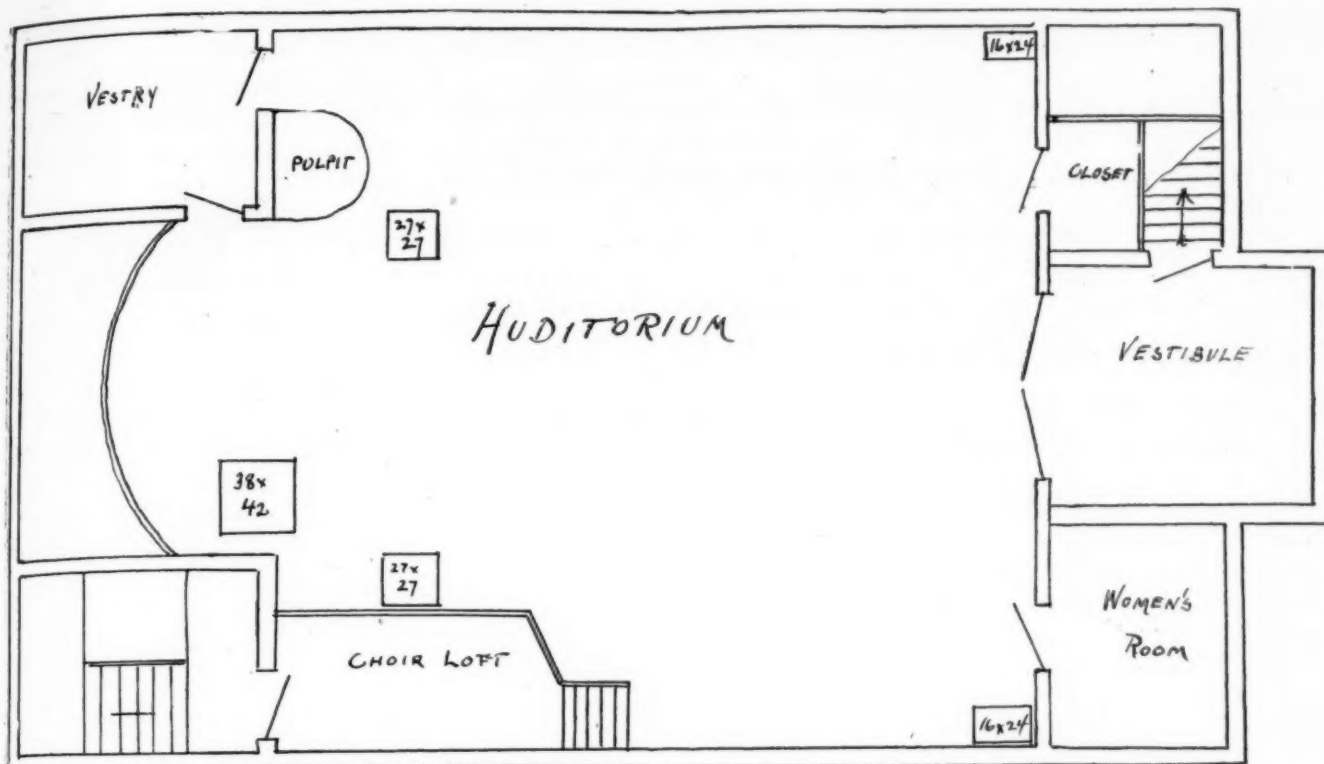
Furnace installers who desire a copy of this catalog should write to the Estate Stove Company, Hamilton, Ohio.

Steel Cold Air Face of Hart & Cooley Company Being Marketed.

Contractors and installers of furnaces and warm air heating appliances will be interested to learn that the Hart & Cooley Company, manufacturers of wrought steel warm air registers, New Britain, Connecticut, have produced and are putting on the market a new steel cold air face.



Basement Plan for Warm Air Furnace Installation in St. Paul's Lutheran Church, Merrill, Iowa, Designed by J. M. Simeon, Brunsville, Iowa.



First Floor Plan for Warm Air Furnace Installation in St. Paul's Lutheran Church, Merrill, Iowa, Designed by J. M. Simeon, Brunsville, Iowa.

This cold air face has several outstanding features which distinguish it from the old wood face, according to the Company.

It is strongly built and well able to sustain any weight to which it would be subjected during the ordinary course of events in the household.

It also has an advantage over the wood face in that its free air capacity is greater. A 10x24-inch wood face has a free air capacity of 120 cubic inches, while the steel face, whose length is six inches shorter than the length of the wood face; namely, 10x18 inches, has a free air capacity of 130 cubic inches. The increase in the free air capacity is due to the pinched-up fretwork, which also adds strength and durability to the steel face.

The overlap on the floor does away with necessity for great accuracy in cutting the opening in the floor and saves time fitting, and adds strength to the face.

Have you learned to meet the objections sometimes raised to your goods, or do you fail in that respect and so lose sales?

New Mail Order Course of Instruction in Warm Air Heating and Ventilating.

The Northern Institute, which some months ago was formed by well-known men in the warm air heating field in Cleveland to take over the school originally organized by the Cleveland Engineering Institute, announces that a mail order course in warm air heating and ventilating is in course of preparation and will soon be ready.

This course is being prepared by competent authorities in the field and will contain the most modern and reliable information on this subject. This instruction is intended only for people in the warm air industry and therefore will cover the ground thoroughly. The work will be for serious students who are ambitious to gain better knowledge in the field of their work.

The course will be of utmost value to executives and sales people, for they will be able to create better use for their products and to know when these are being done justice when installed. The heating contractor taking this course will be fortified by a better knowledge of

planning, laying out, estimating and installing his work, and any of his men who are enrolled will prove to be far more helpful and valuable.

The subjects which will be covered in the lessons are:

- Heat and heat losses.
- Air—humidity—circulation.
- Furnaces.
- Leaders, stacks and fittings.
- Registers.
- Air supply and return ducts.
- Computation methods.
- Mechanical drawing—lay-outs.
- Installation problems.
- The pipeless furnace.
- Fan installations.

Commercial building and factory heating.

Specifications.

These subjects will be treated most thoroughly in the various lessons which will be sent to the student at regular intervals. Report sheets will be enclosed on which the student will solve the various problems and questions, and these will be returned to the instructor for correction. The latter then will correct the report sheets and give the student additional instruction and help if necessary so that each point

will be thoroughly cleared up. The instruction, therefore, will be very complete, for this method has proved to be very successful in the past.

There will be from 20 to 25 lessons and the tuition rate will be in

the neighborhood of \$50.00. Time payments will be available if desired.

Kurt L. Seelbach is Vice-President of the Northern Institute, the address of which is 1951 East 57th Street, Cleveland, Ohio.

Rules Are Correct but Formulae Are Wrong in Warm Air Furnace Code of Columbus.

Printer Who Set Type for Ordinance Did Not Know Mathematics Sufficiently to Recognize Importance of Brackets.

A. P. KRATZ, Research Professor of the College of Engineering, Department of Mechanical Engineering, University of Illinois, calls attention to an error in the warm air heating ordinance recently passed by the city of Columbus, Ohio, and published on pages 14 to 16 of our May 26th issue.

The error, which appeared in the printed copy of the ordinance sent to us, is due to the natural unfamiliarity of printers with mathematical formulae.

On page 14, under "Section 117," the rules are given for figuring out the area of basement pipes for first, second and third floors.

These rules are printed correctly, but in setting the type for the formulae for each one of these rules the error was made, and Professor Kratz shows in his letter just how the formula should stand for the first floor, as follows:

$$\left\{ \begin{array}{l} \text{Glass (sq. ft.)} \div 12 \\ \text{Net exposed wall (sq. ft.)} \div 40 \\ \text{Cubic contents} \div 800 \end{array} \right\} \times 8 = \text{Area of Basement Pipe.}$$

For the second floor the formula is:

$$\left\{ \begin{array}{l} \text{Glass (sq. ft.)} \div 12 \\ \text{Net exposed wall (sq. ft.)} \div 40 \\ \text{Cubic contents} \div 800 \end{array} \right\} \times 6 = \text{Area of Basement Pipe.}$$

The third floor formula is as follows:

$$\left\{ \begin{array}{l} \text{Glass (sq. ft.)} \div 12 \\ \text{Net exposed wall (sq. ft.)} \div 40 \\ \text{Cubic contents} \div 800 \end{array} \right\} \times 5 = \text{Area of Basement Pipe.}$$

Professor Kratz's letter follows:
TO AMERICAN ARTISAN:

We have a copy of AMERICAN ARTISAN for May 26 and note on page 14, in the report of the action of the City of Columbus, Ohio, in reference to the Code, that the formulas in Section 117 are incorrectly stated. The formula for the

area of the basement pipe for the first floor should be:

$$\left\{ \begin{array}{l} \text{The sum of :} \\ \text{Glass (sq. ft.)} \div 12 \\ \text{Net exposed wall (sq. ft.)} \div 40 \\ \text{Cubic contents} \div 800 \end{array} \right\} \times 8 = \text{Area of Basement Pipe.}$$

The omission of the brackets and the interpolation of the words "Area of basement pipe" between the lines "Net exposed wall" and "Cubic contents" has completely changed the character of the formula. The same criticism applies also to the formulas for second and third floor basement pipes.

If this is an error in your transcription, we feel that you should be advised. On the other hand, if the error is in the transcription adopted as an ordinance, attention should be called to it at once.

With best personal regards,

A. P. KRATZ,
Research Professor.

Tuttle & Bailey Manufacturing Company Designs New Cast Iron Cold Air Face.

Several new and attractive features are combined in the cast iron cold air face being put out by the Tuttle & Bailey Manufacturing Company, 1123-1129 West Thirty-

seventh Street, Chicago, and New York City, manufacturers of registers, ventilators, grilles and screens.

This particular cold air face has a beveled overhang rim which makes

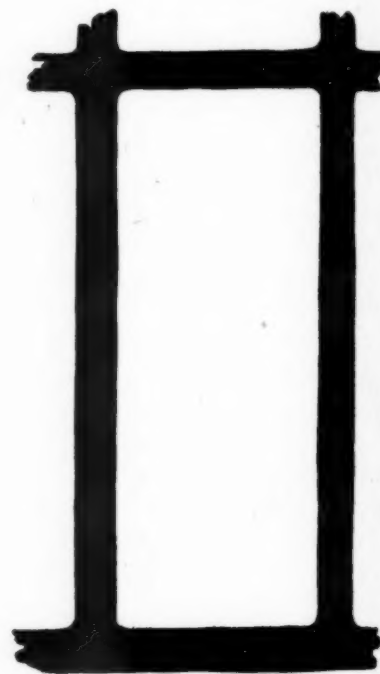


How Edge Overlaps.

installation much easier than that of the wooden type, because the necessity for great accuracy in cutting and fitting the face is eliminated by the beveled rim, which, of which the face will sustain is suf-

ficient for all practical purposes.

The accompanying illustration shows the size of the opening in the



Cold Air Face.

course, covers up any slight variation there may be between the inside diameter of the opening and the outside measurement of that part of the face which fits into the opening.

No staining or varnishing is necessary, and the live or dead weight face and also the appearance and exact size of the bevel edge overhang.

Pattern for Making Sheetmetal Safety Drum to Hold Woodwork Eighteen Inches Away from Smokepipe as Required by Fire Underwriters.

Drawing Also Shows How to Make Safety Ventilator Where Smokepipe Passes Through Ceiling and Roof.

Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD by O. W. Kothe, Principal, St. Louis Technical Institute, St. Louis, Missouri.

VERY often in the rural districts, villages and small cities where fire protection is not so strenuously sought after as in the larger cities, various forms of smoke-pipes pass through walls and roofs. Fire underwriters, generally, require that all woodwork must be set eighteen inches away from the smokepipe; and this often makes quite a large opening. Other times safety ventilators are required, possibly something like the one shown in this drawing, where the smokepipe passes through the ceiling and the roof. A drum is made out of sheet metal to pass between the air space of the ceiling and roof, extending above the roof six or eight inches as a flashing. Then, on the bottom and top of this drum a slight flaring cover or tape is put, as shown by detail joints. In both of these patterns, holes of about $\frac{5}{8}$ to $\frac{3}{4}$ of an inch are punched for the circulation of air. Inspection should be given these safety flues every now and then, in order that lint, cobwebs and other substances do not find their way into the pipe and lay next to the smokepipe, thus preventing setting things on fire when the chimney burns out.

Over the top a cape is set, as shown by B-C, which is to exclude the weather away from the holes in the safety drum. This cape can be made any size, just so it will shed the weather. To make a water-tight joint, a flange is turned on the inner edge of cape, and this is set over the inner pipe, while a little larger taper is made to fit over the flange of cape, as at B. These three parts are then riveted together, so that there is no chance of leakage or

breaking away. On the roof a square, rectangular plate is laid with an opening cut in it to allow the drum to pass through. A flange is turned up on this plate for fitting against the drum, as shown by the edge lines in our sectional elevation. This edge should be riveted to the drum at close intervals, every two or three inches apart, and then the joints should be well soldered, so a water-tight joint is made and expansion and contraction will not affect it so easily.

The patterns required are simple in nature; both the ends for the drum are laid out the same as a

pitch cover where the line E-F is extended to the center line, as at B. Then D is used to pick the radius, as D-F and D-E, and with this we describe the pattern. Measure the circumference and then cut it out on the line after the laps are allowed for; space a hole for punching and the pattern is finished. The pattern for cape is laid out in much the same way, using A-C as radius, then measure the girth, which establishes points C'-C". The roof flange opening is governed by the slope of the roof. Often a common oval made equal to the diameter of drum and the length of the line on

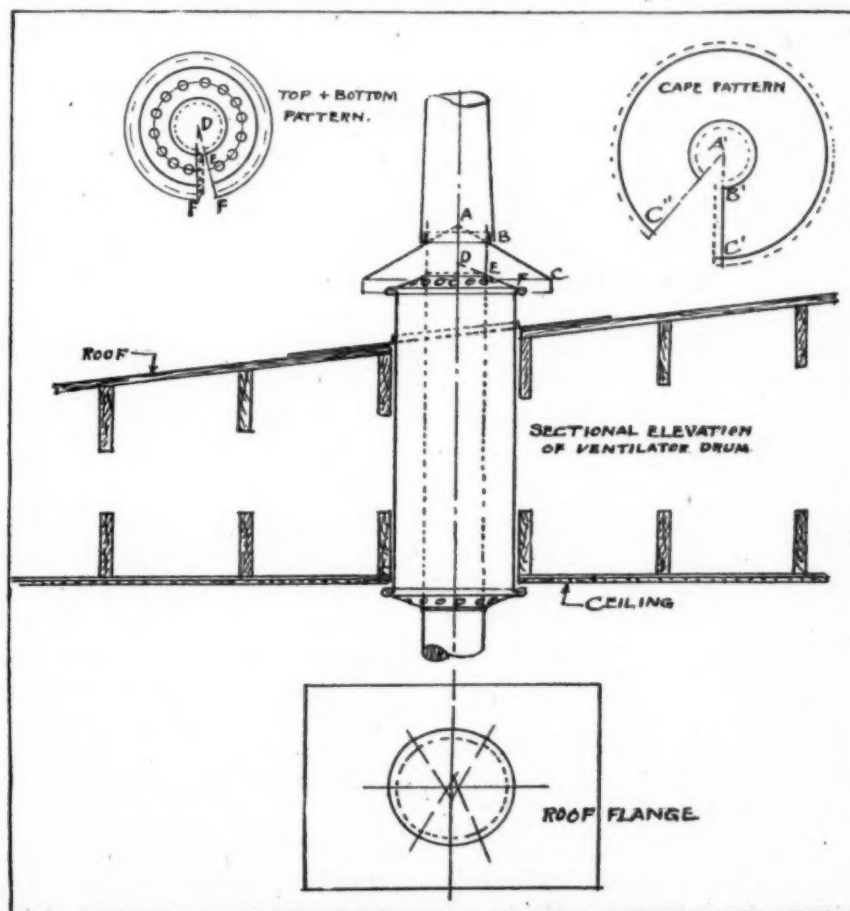


Illustration Shows Design of Safety Ventilator.

the roof, through which the drum passes, is used as a major and minor axis line. With these two measurements an oval is described by any one of the dozen different methods as shown. An inner edge is allowed for turning up, and that makes the layout. The matter of using an oval for laying out openings for pipes of this kind is sufficiently accurate, and is often considerable quicker, than if the entire opening must be developed by use of half sections, and sectional lines.

Michigan Sheet Metal Outing June 29th and 30th at Gull Lake, Near Battle Creek.

From Secretary F. E. Ederle comes the interesting news that the Annual Outing of the Michigan Sheet Metal & Roofing Contractors' Association will be held Friday and Saturday, June 29 and 30, at Gull Lake, near Battle Creek.

Secretary Ederle's letter follows:
TO AMERICAN ARTISAN:

A joint meeting of the Battle Creek and Kalamazoo Associations was held at Gull Lake on Thursday, May 24, for the purpose of discussing plans for the summer outing of the State Association.

Following a splendid chicken dinner served at the Labelle Hotel, the meeting was called to order and Homer Brundage of Kalamazoo made temporary chairman.

After a considerable discussion it was decided to hold this event on Friday and Saturday, June 29 and 30, at Gull Lake, these being the only dates on which the management of the hotel could provide sleeping accommodations for so large a party.

Both Associations named committees which are to meet and make definite plans for the entertainment of visitors.

Battle Creek's committee is composed of Kenneth Darlington, James Shouldice and Guy E. Fitzgerald.

John Meulenberg, Antone Meulenberg and William U. Metzger make up the Kalamazoo committee.

These committees will meet again

at Gull Lake with State Secretary Ederle to perfect arrangements.

Hotel rates are \$4.00 per day, American Plan.

Reservations for hotel accommodations should be sent to the Secretary's office, 1121 Franklin Street, S. E., Grand Rapids, Michigan.

Gull Lake is probably the most beautiful inland resort in Michigan, and those who attend the outing will find every convenience necessary for a good time.

"Newt" Pierson says that the travelers' auxiliary bunch will be on hand to help make the affair its usual success, and what "Newt" says usually goes.

F. E. EDERLE,
Secretary.

Ohio Sheet Metal Men Will Meet in Cincinnati July 17 to 19.

The Ninth Annual Convention of the Ohio Sheet Metal Contractors' Association will be held in Cincinnati on July 17, 18 and 19, with headquarters at Hotel Gibson.

Secretary J. A. Stermer, of the Cincinnati Local, will be glad to hear from individual members as well as from other locals of the state association as to the number who will be present, in order that proper arrangement may be made for the entertainment of the visitors—and especially in case ladies are to accompany the delegates.

William Miller, Dayton, Ohio, is the State Secretary.

Tin Plate Wages Raised by New Agreement.

Representatives of the Western Sheet & Tin Plate Manufacturers' Association, in conference with a committee of the Amalgamated Association of Iron, Steel and Tin Workers, have agreed on a renewal of their working relations for the year beginning July 1. The scale for the sheet mill workers will be the same as for the past year. It was agreed that the tin mill wages will be governed by the same percentages that apply in determining sheet mill wages. This will give the

tin mill workers an advance of 11 per cent, and the tin house workers an advance of about 10 per cent. Working conditions are to remain the same as at present. The date for the bar iron manufacturers' conference with the Amalgamated Association's committee has not been set.

Sheet Metal Workers Retain Right to Erect Metal Trim, Doors and Windows.

The appeal of the carpenters for a rehearing of the award to the sheet metal workers in the question of erection of metal trim, hollow metal windows and fire doors, was denied Saturday, May 26, by the National Board for Jurisdictional Awards in the Building Industry.

The Board, which met in Washington, D. C., announced it did not feel justified in making any altered decision in the case because of "the carpenters' refusal to participate in the first hearing and their subsequent severing of connections with the Board."

American Zinc Sales Company, New York, Changes Its Staff.

The American Zinc Sales Company, New York, has made the following changes in its sales department:

Thornton Emmons, assistant manager of sales, New York, has been transferred to the Columbus, O., office in charge of Western territory; A. C. Eide has been appointed sales engineer, with headquarters at Columbus; he had been in charge of the Chicago office, which the company has discontinued; L. E. Wemple has resigned.

Don't get sore at the traveling man. If you are not interested in his line, tell him so—don't let him hang around—he is busy, too, and wants to know when to get out. I am making this little plea for the traveling man. See him and give him a chance to go and see the other fellow.

Chicago Sheet Metal Contractors Will Vote on Constitution and By-Laws June 14th.

Article Nine Alone Is Worth All That It May Cost to Be a Member of New Body.

IN ACCORDANCE with a resolution passed at the meeting on May 31 of the United Sheet Metal Contractors of Chicago, which is in process of organization, a committee met Saturday, June 2, for the purpose of drafting a constitution and by-laws, to be presented for discussion and adoption at the next meeting of the Association, on Thursday, June 14, 8 p. m., at the Hardware Club rooms, 11th floor of the State & Lake Building.

Among the suggestions at the committee meeting was this, that Locals should be formed by the contractors in the various business centers of the city, all to operate as "branches" of the general organization.

Each one of these Locals would select a Chairman and meet once a month, at which time problems concerned with the neighborhood business would be discussed and decided upon.

If no satisfactory conclusion could be arrived at, the question would be brought up before the Executive or Advisory Board, which would be composed of the central officers and the Chairmen of the various Locals.

The decision by this Board might be submitted, if necessary, to the central body at its monthly meeting for its approval and then reported back to the Local in question.

In this manner, it is thought, there would be provided a means by which the individual contractor would feel that his interests would be taken care of in a quicker and more personal way, and many of the little jealousies and other purely local difficulties which now infest the business would be done away with.

Another good suggestion, also adopted in the suggested draft for the by-laws, is the provision for a

graduated scale of membership dues and initiation fees, which will apply after the closing date for adopting and signing of the constitution.

For example, a contractor doing a business of \$10,000 a year would pay as initiation fee one-tenth of one per cent of this amount, or \$10.00. His monthly dues would be one-twentieth of one per cent, or \$5.00.

Come to the Meeting Thursday, June 14th, at 8 P. M.

Every sheet metal contractor in Chicago and suburbs who has an established place of business and who is properly equipped to do a sheet metal business in any of its various branches, is invited and urged to be present at the next meeting of the United Sheet Metal Contractors of Chicago, which will be held Thursday, June 14, 8 p. m., at the Hardware Club, 11th floor of the State & Lake Building, and to take part in the discussion and vote on the proposed constitution and by-laws.

The \$5,000 a year business would mean a fee of \$5.00 and monthly dues of \$2.50.

A maximum was also provided for, making the highest charge for initiation \$25.00, and the highest monthly dues \$10.00.

When it is considered that a union journeyman pays to his Local every month as regular dues \$3.00, with assessments of various sorts that bring his yearly payments, for being a member of the union, up to the hundred dollar mark, it certainly must be admitted that the amounts recommended as fees and dues for employers are very low.

As to whether contractor-member will get his money's worth, just consider this provision, which is a part of the proposed by-laws:

Article 9—Mutual Protection.

For the purpose of mutual protection and assistance, no member shall at any time enter upon any work, operation, or job, once begun by another member, without first obtaining the written consent of the member holding the contract for such work, operation, or job. In the event of said member's inability to do the work or the refusal of his consent, then the matter shall be presented to the officers of the Association for consideration, and their decision shall be final.

This clause alone will prevent the loss of profits in many cases, the amount of which frequently will be several times the total year's dues.

It is expected that the United Sheet Metal Contractors will employ a Field Secretary, whose job it shall be to assist the members who may desire it in the matter of installing and operating proper cost keeping records and in other ways.

By this, much of the unnecessary and costly price competition will be done away with, because when a contractor knows his costs he is not likely to make bids which will yield him no profit or which even may mean an actual loss.

Every sheet metal contractor who has an established place of business, and who is properly equipped to do a sheet metal business in any of its various branches, is invited and urged to be present at the next meeting, which will be held Thursday, May 31, 8 p. m., at the Hardware Club, 11th floor of the State & Lake Building, and to take part in the discussion and vote on the proposed constitution and by-laws, the draft of which follows:

Constitution.**Article 1.**

This association shall be known as the United Sheet Metal Contractors of Chicago.

Article 2.—Object.

The object of this association shall be the promotion and protection of the business interests of its members; the maintenance of just and uniform commercial practices; to foster a feeling of confidence among its members; to enlist the assistance of all engaged in the sheet metal business to a mutual interest in each other's welfare; to foster a friendly feeling, with a view to amicable business relations.

By-Laws.**Article 1.—Membership.**

Section 1. Individuals, firms or corporations engaged as employers in any of the roofing and sheet metal trades necessary in the erection of buildings, equipped and conducting business in a permanent location, shall be eligible for membership.

Section 2. Applications for membership shall be made in writing, accompanied by the initiation fee prescribed. Proposals for membership shall be acted upon at any regular or special meeting of the association.

Section 3. Every member shall be entitled to an equal voice and vote upon all questions coming before the association. Corporations or firms shall be considered as individual members, having but one vote.

Section 4. Any member may withdraw from the association upon giving thirty days' notice in writing, if he is not in arrears for any dues or assessments; provided, however, that no withdrawal shall be accepted during a temporary suspension of business during a strike or lockout.

Article 2.—Officers.

The officers of the association shall consist of a President, a Vice-President, a Secretary and a Treasurer, who shall be elected annually, as hereinafter provided for, and who shall hold office until their successors are duly elected and qualified.

Article 3.—Duties of Officers.

Section 1. President: The President shall preside at all meetings of the association, appoint all committees, and be an ex-officio member thereof, unless otherwise ordered by the association.

Section 2. Vice-President: In the absence of the President the Vice-President shall perform all the duties of the President.

Section 3. Secretary: The Secretary shall keep a correct list of the membership and a record of the meetings of the association in books provided for that purpose. He shall collect all moneys due the association and turn same over to the treasurer; he shall also perform such other duties as are usual to the office.

Section 4. Treasurer: The Treasurer shall receive and keep an accurate account of all moneys paid him by the Secretary. He shall deposit the funds of the association in a depository designated by the association. He shall pay out no money except upon the order of the association, signed by the President and Secretary. He shall make a report at the annual meeting and turn over the balance at the expiration of his term of office to his successor. He shall give bond for such an amount as the association may require.

Article 4.—Fees and Dues.

The initiation fee for membership shall be \$ _____. The annual dues shall be \$ _____ payable monthly.

Article 5.—Affiliation with State and National Associations.

This association is affiliated with the National Association of Sheet Metal Contractors through its membership in the Illinois State Association of Sheet Metal Contractors and entitled to all the benefits and privileges of such membership.

Article 6.—Meetings.

Section 1. The annual meeting of the association shall be held on the _____

Section 2. The regular monthly meetings of the association shall be held on the _____, at _____.

Section 3. Special meetings may be called by the President or upon the request in writing of five members.

This Clause Stops One Form of Piracy.

For the purpose of mutual protection and assistance, no member shall at any time enter upon any work, operation or job, once begun by another member, without first obtaining the written consent of the member holding the contract for such work, operation or job. In the event of said member's inability to do the work or the refusal of his consent, then the matter shall be presented to the officers of the Association for consideration, and their decision shall be final.

Article 7.—Quorum.

A quorum shall consist of seven members.

Article 8.—Arrearages.

Any member in arrears four months for dues, or other obligations to the association, shall be subject to suspension or expulsion by a majority vote of the members present at a regular meeting.

Article 9.—Mutual Protection.

For the purpose of mutual protection and assistance, no member shall at any time enter upon any work, operation, or job, once begun by another member, without first obtaining the written consent of the member holding the contract for such work, operation, or job. In the event of said member's inability to do the work and the refusal of his consent, then the matter should be presented to the officers of the association for consideration, and their decision shall be final.

Article 10.—Trial of Members.

Section 1. Any member charged with violating the constitution and by-laws or rules adopted by the association, or conduct unbecoming a sheet metal contractor, shall have his case submitted to a

committee appointed by the President. The committee shall make its report to the association and if found guilty the member so charged may be censured, fined, suspended or expelled by an affirmative vote of two-thirds of the members present.

Section 2. No member shall be tried upon any charge without having been duly informed of the charge against him, prior to investigation.

Article 11.—Amendments.

All amendments to these by-laws shall be submitted in writing at a stated meeting and lay over until the next stated meeting, and may be adopted by a majority of the members present.

MARTIN GOLD,
A. G. PEDERSEN,
WM. J. COMBS,
P. D. GRIFFIN,
F. PAPENBROOK,
W. HOLZRICHTER,

The proposed draft is recommended for adoption by the following members of the special committee, composed of the temporary officers: Chairman Martin Gold, Secretary William J. Combs, Treasurer A. G. Pedersen, with W. Holzrichter, Fred Papenbrook and P. J. Griffin.

L. S. Bonbrake Tells How to Make Home-Made Cereal Cooker.

In the following article L. S. Bonbrake, Peoria, Illinois, tells how to construct a home-made cooker for cereals:

Every tinsmith reading this description can pleasantly surprise his wife (if he has one) and agreeably please himself if he likes oatmeal as a breakfast food, or he can accommodate some patron by making a cereal cooker as described herewith.

Any physician or dietitian will advise cooking oatmeal at least three or four hours to get best results from it. I have learned from experience in my own family that it is a task to cook cereals for that length of time without having them burn or having them covered with water; and to have them appear on the table like a gruel is not our idea of good eating at all. We wanted the cereal cooked thoroughly and brought on the table nearly dry, so that the thinning down process could be done at the table with cream or milk in accordance with the taste.

We knew of several specially constructed cookers, but they did not exactly meet our requirements; hence we made one, combining about everything to be thought of including a whistle when the boiler was going dry. From the first one made we evolved another that certainly is a success. We have made dozens of them for the local trade; other tanners have made a quantity, all giving the best kind of satisfaction; yet, we have never seen anything on the general market for sale of like character.

Two vessels are used: One, a straight bucket, kettle or anything that will hold water and the cooker, or you can make a special straight bucket, preferably of galvanized iron to hold water, into which the cooker is set.

The size is, of course, regulated by the quantity of food used. For a small family a one-gallon straight tin bucket will be about right. Make a tight cover to close the bucket. Rivet three standards spaced around its side and extending down past the bottom an inch. Double seam a tube in the center of the bottom, something after the manner of the tube in a cake pan (old style). The tube can be 2 or 2½ inches at the bottom and one inch at the top. Let it extend to near the top of the cooker.

When water is placed in the outer bucket and the cooker set into it, the cooking will be from the bottom up, from the outside in, and from the inside of the tube out, with steam passing down on top of the cereal through the top of the tube.

As this cooker cooks the meal from every direction, the cooking is done quickly, the substance being cooked cannot burn and if the meal is only slightly more than moistened to start with, the steam going through the tube will keep it sufficiently damp so that it will finish cooking nearly dry, then you can thin it down to suit your taste.

People do their best trading where they can get what they want, not where there is a slick salesman who can sell them something just as good.

Teach Your Salesmen How to Teach Your Customers to Sell Their Goods, Says Greenberg.

Salesmen Themselves Must Know the Fine Art of Selling Before They Become Salesmen Instead of Order Takers.

Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD
by J. C. Greenberg, Cleveland, Ohio

I MET a salesman several days ago whom I knew real well and whom I invited to my room for a little chat. It was after business hours, and he readily consented. It developed after we got seated that he had been promoted to sales manager of his Company and he was scouting around to see why the merchants were not selling greater quantities of goods. He had it figured out that this certain territory had larger possibilities than the orders being received from it indicated; and he wanted to get to the bottom of things.

"It is my intention," he said, "to spend ten weeks in this territory, questioning every customer. By doing this I can place my finger on the 'sore' spot."

"Your idea is a good one," I said casually, "but I can save you just ten weeks' time and money. I can tell you just what is wrong and you can go back to your mahogany desk and start a 'fixing' campaign that will do more good than anything you can do here."

At this remark he was all attention. He was eager to remedy the condition.

"Just tell me what is on your mind and I will sure work my head off to set it into action," said he.

"Agreed," I answered. "First, let me ask you this question: What are salesmen for?"

"What are salesmen for?" he repeated in reply. "Salesmen are to get orders, of course. They are getting paid for selling goods to the trade."

"Very well," I replied. "They are doing this thing, are they not? Are not your salesmen selling goods?"

"Yes," he answered, "but not enough."

"That is the rub, is it?" I asked.

"Certainly it is," he said; "that is why I am down here."

"All right," said I. "Now then, just why are they not selling enough goods?"

"Because the trade is stocked," he answered, "at least that is what I have found all along the line. They all have quantities of goods in stock and will not buy any more."

"Then why don't you call the salesmen in and save money?" I asked.

"Because we must be represented all of the time," he replied. "If we called the salesmen in, the territory would die, as far as we are concerned."

"Then you are wasting money," said I, "and wasting money makes the price of goods higher. How can you consent to spend money for a sales force that is not producing business?"

He did not answer. The last question seemed to stump him. He just sat in his chair and thought hard.

"I never looked at the question in this light before," he admitted.

"Now here is the trouble," I said, ignoring his last remark. "You have men out on the road who have stocked the trade. The reason the trade is stocked is because they cannot sell the goods they have, and they cannot sell the goods because they are not salesmen. All your salesmen do is to sell, but they do not care whether the customer re-sells or not. Your salesmen simply teach the customers how to buy, but do not teach them how to sell, so they can buy some more. Understand me, please. Not only your salesmen, but all salesmen are just alike in this manner. If you as a salesmanager will only ask for orders, and do not care whether your customers sell the goods or not, it

is inevitable that the customers will keep on buying until they arrive at an overstocked condition—which happens to be now."

"All this may be true," he said, "but if the customers are poor salesmen, it is their lookout."

"Sure it is," I admitted, "but this does not help you sell more goods, does it?"

"Very true," he admitted, "but just what are you driving at?"

"I am driving at this," I answered. "Your salesmen work too much with the time table. They are too anxious to get to the next town. They have too much territory. Suppose you look at this matter in the light of business and see for yourself. Your salesman 'blows' into town, calls on the trade and leaves. He gets some orders and leaves for the next town. Just what do your salesmen do after working hours? How do they keep busy after business is done? They go to a show, play a game of billiards, perhaps, and go to bed."

"What else can they do?" he protested. "I cannot expect my men to work all day and all night, too."

"No, you cannot expect that, but let me ask you this: If your salesmen would help the customers sell the goods they have already bought, they would buy more, and your problem would be solved, would it not?" said I.

"But how can my salesmen help the customers sell their goods?" he asked.

"By doing this little stunt," said I. "If your salesman Smith gets to this town, he should visit every shop. He should also ask the customers to attend a meeting somewhere and give them a lecture on salesmanship. Your salesmen should be teachers as well as salesmen. Your salesmen should realize that there is a law in nature which says: Whatever enters the brain is expressed in the personality. If your salesmen will put salesmanship into the brain of the customers, they would express this knowledge in their personality. Your salesmen are not really salesmen in this respect. They are order takers only. You must

help the customer sell goods as well as help them buy goods. If you do not do this, you will find overstock, because the inflow is greater than the outgo. This is simple, indeed, if you look at it in the right light."

"There may be something in what you say," said he seriously.

"There is no *may* to it, there *is*," I said forcefully. "Let me prove this to you: Your customers are overstocked and are feeling bad because the goods do not move. This reaches their brain, and is expressed in their personality. On the other hand, if your salesmen would say: 'Boys, I am calling a meeting tonight in your own association hall

THE aim of your salesmen should be to instruct your customers on how to move their goods. If they do not do this, they are not salesmen, but order takers.

Sales managers must appreciate that a salesman cannot instruct merchants on how to move their goods unless the salesman himself has had the policy of the company pointed out to him by the salesmanager over him.

for the purpose of delivering a lecture on salesmanship, which will help you sell goods,' they would all become interested and want to come and learn something. This knowledge will reach their brain, and will be expressed in their personality."

"This is not practicable," he insisted. "Very few salesmen are able to get up before a crowd and make an intelligent talk."

"That is true," I admitted. "It is also true that you as a salesmanager have not taught your salesmen the fine art of teaching the customer how to sell. You have not impressed the brain of your salesmen, and in turn they cannot express it in their personality. The trouble lies in you as a salesmanager more so than in your cus-

tomers. They do not sell more because they do not know how. If you allow this ignorance to go on, you deserve poor business. You reap as you sow. Create selling brains and goods will be sold. Create overstock, and you create cut-throat competition. What is your answer? A salesman is no salesman unless he can teach the art of selling to those who buy your goods. Teaching salesmanship creates an outlet for goods and they will buy more. This is as simple as mud."

"Your idea is new and strange to me, I must admit," he replied. "Yet, it sounds logical enough. I am going back to the office tonight and place this scheme before the board of directors. It seems to me that we should teach our customers how to sell, in order that they may create room for more stock."

With this we switched to other talk and he left on the 12:30 train for home.

Wouldn't this be a grand and glorious world if the business man could be educated along this line?

Death Takes President of Joseph T. Ryerson & Son.

Clyde Mitchell Carr, President of Joseph T. Ryerson & Son, and a director in several other steel and iron companies, died Tuesday, June 5, at his residence, 1130 Lake Shore Drive, Chicago, following several weeks' illness.

Mr. Carr, who was one of the most active and influential members of the Chicago Plan Commission, was born in Will County, Illinois, July 7, 1869. He prepared for Princeton University at Lake Forest Academy and also spent two years at Northwestern University.

After leaving college he was connected with the People's Gas Light and Coke Company, and later became a salesman for W. S. Mallory & Company, iron jobbers. He had been connected with the Ryerson concern since 1891.

Mr. Carr was a director of the Chicago Great Western Railroad and of the Corn Exchange National Bank, and a trustee of the Art In-

stitute and of the Orchestral Association. He was a member of the American Iron and Steel Institute and of the University Cliff Dwellers, Princeton, Saddle and Cycle, Up-Town and Wayfarers' Clubs.

He served as President of the Commercial Club in 1912-13 and as President of the Onwentsia Club from 1912 to 1914.

How to Make a Cistern Water Filter.

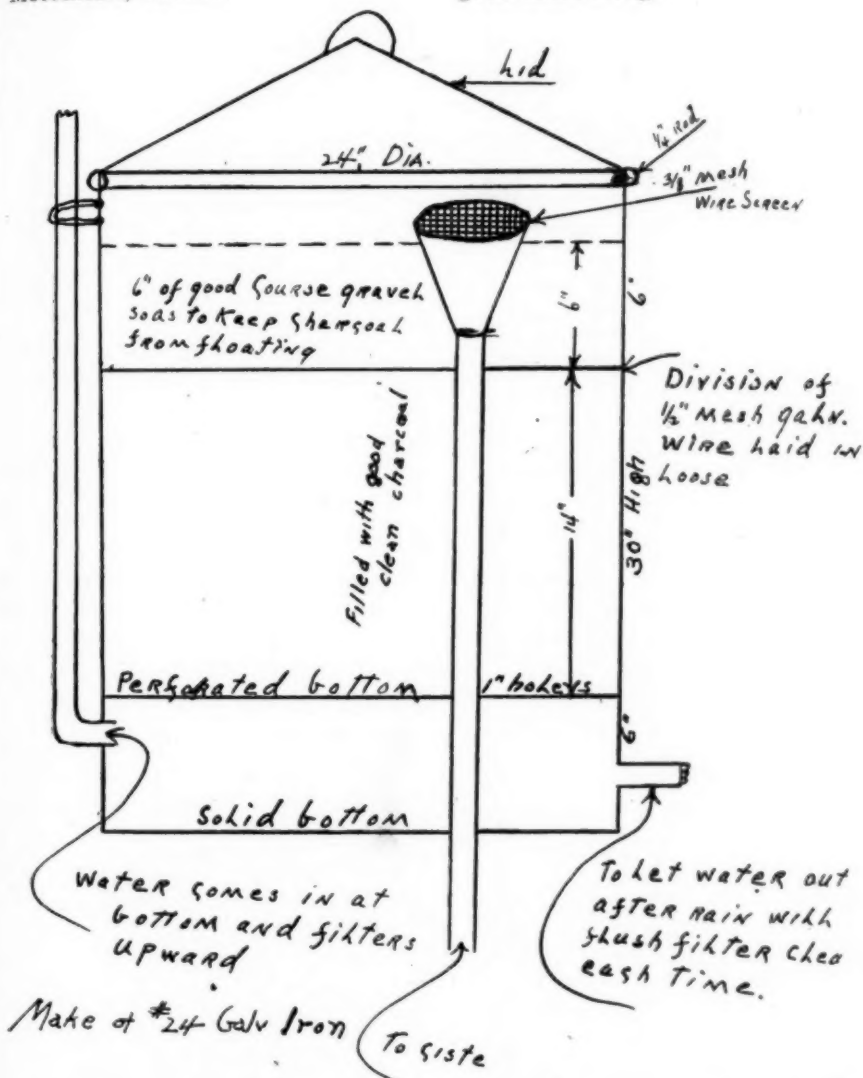
In the issue for May 19 an inquiry appeared on page 22, asking for a filter for cistern water. The question was asked by J. A. Brandt, Mooseheart, Illinois.

used one of these for years and I know that it will do the work and filter that water which enters at the top and filters downward. It is never cleaned.

In this filter the water enters at the bottom and filters upward. When the rain is over, you simply open the outlet at the bottom and all the water rushes back down through the charcoal, and your filth is in the bottom and is washed out.

This letter and sketch is in answer to J. A. Brandt, Mooseheart, Illinois.

I am a member of the Loyal Order of Moose, and am also glad to do anything I can to help the good cause along.



The following letter is from Otis H. McCoy, of McCoy & Son, East Moline, Illinois, who submits a plan for a cistern:

To AMERICAN ARTISAN:

The accompanying sketch is that of a self-cleaning filter. I have

I think I have explained everything so that you can understand it. If not, I will be glad to give further details.

OTIS H. MCCOY,
McCoy & Son.

East Moline, Illinois.

Notes and Queries

Address of Marvin Smith Company.

From Stove Dealers Supply Company, 310 Chestnut Street, Milwaukee, Wisconsin.

Please advise us where the Marvin Smith Company are located.

Ans.—This firm was formerly located on the north side, Chicago, Illinois, but now are out of business. Repairs for their line can be secured from the Northwestern Stove Repair Company, 20 West Lake Street, Chicago, Illinois.

"Universal" Range Stove.

From J. E. Saueressig, Martin, North Dakota.

Who makes the "Universal" range stove?

Ans.—Cribben and Sexton, 680 North Sacramento Boulevard, Chicago, Illinois.

Copper Reservoirs.

From Faust Motor Company, Comfort, Texas.

Will you kindly inform us who makes copper reservoirs of 12-gallon capacity?

Ans.—Arthur Harris and Company, 212 North Curtis Street; R. B. Hayward Company, 849 West Ohio Street; Illinois Copper and Iron Manufacturing Company, 1637 West Lake Street, and Otto Zabler Manufacturing Company, 330 North Oakley Boulevard; all of Chicago, Illinois.

Valves and Plungers.

From Robert Neussinger and Brothers, Market Place, Baltimore, Maryland.

Who in New York manufactures valves and plungers for boat pumps?

Ans.—A. B. Sands and Company, 22 Vesey Street, New York City.

Sheet Metal Screws.

From P. H. MaGill Foundry and Furnace Works, Bloomington, Illinois.

Please furnish us with address of The Kalon Company, manufacturers of sheet metal screws for furnace casings.

From Taplin Furnace Company, Grand Rapids, Michigan.

Kindly give us address of Parker Supply Company who advertised sheet metal screws in your publication.

Ans.—The Kalon Company and the Parker Supply Company have consolidated and are now known as the Parker-Kalon Corporation, 352 West 13th Street, New York City.

Distribution Cost Is to Be Chief Subject of Discussion at National Hardware Congress.

Successful Hardware Merchants, Manufacturers, Economists and Other Authorities Will Speak at Richmond.

HARDWARE distribution costs will undergo the most thorough scrutiny in the history of hardware merchandising when the coordinated study of all factors of the hardware trade, together with that of disinterested students of business and national leaders outside the trade, are concentrated upon this subject at the Annual Congress of the National Retail Hardware Association in Richmond, Virginia, June 19-22.

In a serious effort to analyze distribution costs and to arrive at conclusions which will help the whole trade to improve the efficiency of distribution while lowering the expense of it, recognized leaders of the various branches will represent the respective viewpoints of manufacturers, wholesaler and retailer, in introducing different phases of the subject.

It is hoped at this convention to ascertain as accurately as it is possible to do just what, if anything, is wrong with distribution as it pertains to hardware commodities and to plan definitely for the correction of such errors as may be found contributing to the shortening of hardware distribution.

Some idea of the scope and strength of the program and of how it is planned to accomplish its purpose, is given by the list of subjects and speakers which is announced, completely.

"The Transportation Factor in Distribution," by Honorable Sydney Anderson, Congressman from Minnesota and Chairman of the Congressional Joint Commission of Agricultural Inquiry.

"Some National Tendencies in Hardware Distribution," by Alvein E. Dodd, Manager of the Domestic Distribution Department, Chamber of Commerce of the United States.

"Explorations in Argos, U. S.

A.," by Edward Mott Woolley, business student and special writer. Mr. Woolley will describe the work of the Retail Hardware Association as he found it by a personal investigation at the National office in Argos.

"Progress," by Dr. J. T. Freeman, Editor of the *News-Leader*, Richmond, Virginia. Dr. Freeman

"The Distribution Triangle," by Charles H. Watkins, of Watkins-Cottrell Company, Richmond, Virginia.

"Unproductive Service," by W. T. Pace, of W. T. Pace Hardware Company, Franklin, Virginia.

"Some Wastes and Their Remedies," by R. O. Noojin, of Noojin Hardware Company, Attalla, Alabama.

"Business Control," by Robert J. Murray, of Murray Company, Homestead, Pennsylvania.

"Productive Service," by A. S. Gronemeier, of Gronemeier Hardware Company, Mount Vernon, Indiana.

"What Is Profit?" by Cassius L. Glasgow, Nashville, Michigan.

Conditions of the retail trade will be discussed and activities of the Retail Hardware Association will be described in messages to the convention by President C. H. Casey, Jordan, Minnesota, and Secretary Herbert P. Sheets, Argos, Indiana.

All addresses will be short and will serve, in effect, to introduce the topics for general discussion, which will be open to all delegates and dealers present. Those planning to attend the Congress are being urged to give serious thought in advance to the program subjects and to come to the meeting prepared to offer constructive suggestions looking to the solution of the problem of distribution costs.

Six to eight hundred hardware retailers, representing state and sectional retail hardware associations comprising every state in the Union except Kansas, Arizona, Nevada, Montana and Utah, are expected to attend the Congress. As is the custom of meetings of the National Retail Hardware Association, the privilege of participating in discussions will extend alike to all dealers.

**Hear Ye! Hear Ye!
Send the Word!**

A Profit - producing window display is always interesting to every one in the trade. It gives other retailers ideas. You know that.

A unique selling campaign which has been tried and proved successful is always read with undivided interest. You know that.

Help a good cause along. Send your window displays to American Artisan for publication. Do that!

Let us learn of your selling experiences and your troubles. We will cooperate to our mutual benefit. Do that!

is an orator of note in the South, and his address will be inspirational as well as analytical.

"Distribution Costs," by Isaac Black, President American Hardware Manufacturers' Association.

"Simplification and Efficiency," by Arthur S. Birge, Chairman of the Committee on Distribution, American Hardware Manufacturers' Association.

"Decimal Pricing," by Murray Sargent, of Sargent & Company.

"Distribution Fireworks," by John M. Townley, Chairman of the Cost Committee, National Hardware Association.

This Congress is of extraordinary interest from the fact that the American Hardware Manufacturers' Association will meet in Richmond concurrently, the manufacturers desiring, as they have expressed it, to establish closer contact with consumers through a more intimate relationship with the final link in the distribution of their products.

All sessions will be open and the invitation to attend any or all the sessions extends to all manufacturers and wholesalers in the city for the week. The Congress will be, in reality, more than a retail convention; it will be a convention of the entire hardware trade.

There will be six sessions, held forenoons and afternoons of Tuesday, Wednesday and Thursday, June 19, 20 and 21.

On Monday, the 18th, there will

be a meeting of the Board of Governors of the National Retail Hardware Association and the annual conference of the officers of the National Association with the presidents and secretaries of the state associations.

The Entertainment Committee of the Virginia Retail Hardware Association announces a theater party for Tuesday evening, an automobile ride Wednesday afternoon, a reception and dance at the Jefferson Hotel, convention headquarters, on Thursday evening, and an all day trip on Friday to Jamestown Island, the first English settlement in America.

All railroad passenger associations have granted half-fare return rates for the Congress and dealers and others are reminded to procure certificate receipts when purchasing their tickets to Richmond.

As an example, the regular one-way fare Chicago to Richmond, Virginia, is \$30.51; round-trip fare on the Certificate Plan, \$45.77.

Pullman Fares.

The Pullman fares from Chicago to Richmond are as follows:

Upper berth	\$ 7.20
Lower berth	9.00
Section	16.20
Compartment	25.50
Drawing room	31.50

A minimum of two railroad tickets is required for drawing room (comfortably accommodating three, maximum capacity five persons) or compartment (two to three persons).

Stop-Over Privileges.

Return tickets will be valid for stop-over at Washington, Baltimore, Harrisburg and Pittsburgh. The stop-over, however, cannot exceed the final return limit of June 26th, and to secure stop-over ticket must be deposited with Station Ticket Agent at stop-over point immediately upon arrival.

Make Reservations Now.

It is recommended that reservations for tickets and berths desired, be made now, and where possible give the names of persons in your party. This information will assist the committee in assigning locations to the ladies with a view to their convenience and comfort.

Reservations and other correspondence in regard to the Retail Hardware Special should be addressed to W. E. Blachley, Division Passenger Agent, Pennsylvania Railroad, Room 504 at 323 South La Salle Street, Chicago.

All Aboard on Retail Hardware Special for Hardware Congress at Richmond.

Special Train Will Leave Chicago on Pennsylvania Railroad at 5:30 P. M. Saturday, June 16th.

REALIZING and appreciating the benefits and comforts to be derived if delegates and members of the National Retail Hardware Association and of the American Manufacturers' Association and their friends travel on an exclusive train, arrangements have been made with the Pennsylvania Railroad System to operate a special train, to leave Chicago (Union Station, Canal and Adams Streets) at 5:30 p. m. Central Time (6:30 p. m. Daylight Saving Time), Saturday, June 16, 1923, arriving at Richmond, Va., 9:00 p. m., Sunday, June 17.

The hour of departure readily admits of members who reside in the West and Northwest to reach Chicago in time to join the special train.

The running schedule of the Retail Hardware Special is as follows:

Central Time.

Lv. Chicago 5:30 p. m., Saturday
Ar. Englewood 5:49 p. m., "
" Plymouth 7:39 p. m., "

Ar. Ft. Wayne 9:06 p. m., Saturday
" Crestline 12:23 a. m., Sunday
Eastern Time.

Ar. Pittsburgh 7:25 a. m., Sunday
Lv. Pittsburgh 8:45 a. m., "
Ar. Altoona 11:52 a. m., "
" Harrisburg 2:30 p. m., "
" Baltimore 5:15 p. m., "
" Washing'n 6:15 p. m., "
" Richmond 9:00 p. m., "

Railroad Fares.

A round-trip rate of a fare and a half on the "Certificate Plan" has been granted. When purchasing ticket for the going trip ask for a certificate, which will be issued only from June 14 to June 20, inclusive. Upon arrival at Richmond present this certificate to your Convention Secretary. If 250 of these certificates are deposited with the Secretary, the railroad agent at Richmond will validate them on June 22 and they will be honored at the ticket office for return tickets at one-half the regular fare. The final return limit will be June 26.

Wants Repairs for "Queen City" Electric Washing Machine.

TO AMERICAN ARTISAN:

Can you tell us who manufactures the "Queen City" electric washing machine? We want to get repairs for it.

Yours very truly,

JOHNSON PLUMBING AND
HEATING COMPANY.

Osage, Iowa.

S-p-l-a-s-h! S-p-l-a-s-h! Watch the Mermaids Swim in This Unusually Attractive Bathing Costume and Accessory Window Display!

M. E. Klasky also Features Canoe Paddles and Back Rests for Kelley-Duluth Company, Duluth, Minnesota.

TOM SAWYER was not the only person who enjoyed the "Ol' Swimming Hole." Swimming is the most beneficial and the most universally indulged in sport.

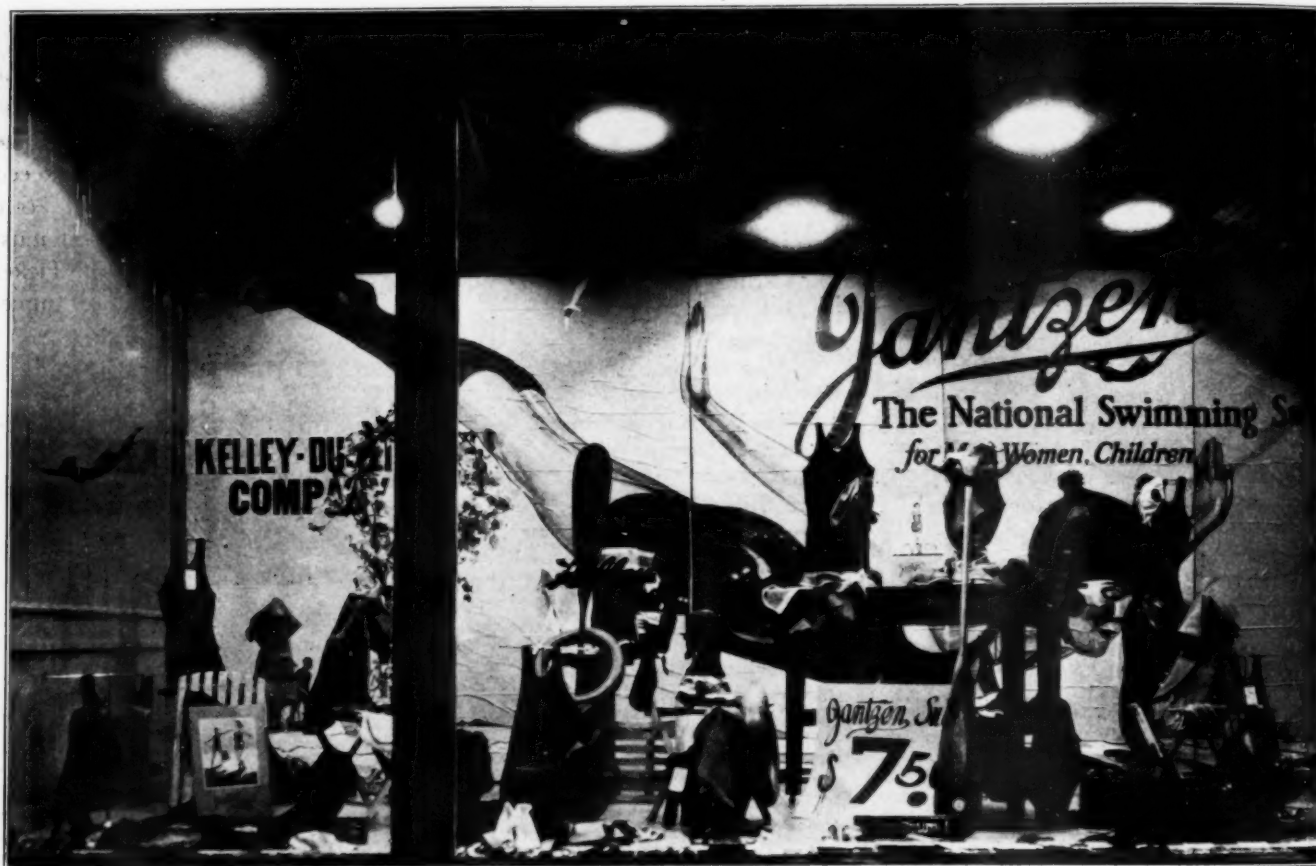
Children, young men and women, middle-aged and even some old

beneficial in bringing in new customers.

This window display was arranged by M. E. Klasky for the Kelley-Duluth Company, 118-120 West Superior Street, Duluth, Minnesota.

tire window. It will be noted that the price of the suits is prominently displayed.

Undoubtedly this Company has the agency for a good make of canoe, to which the canoe paddles and back rests displayed belong.



Bathing Costume and Accessory Window Display Arranged by M. E. Klasky for the Kelley-Duluth Company, Duluth, Minnesota.

folks enjoy an occasional dip in the lake or pond. No one would for a moment consider going on a vacation trip without a bathing suit.

The water is rapidly reaching a temperature suitable for bathing, and the rush for new bathing costumes will be at its height.

A good window display such as the one shown in the accompanying illustration will be exceedingly

The Company used the display to advertise a special sale on bathing and boating goods, and the results were exceedingly gratifying from the standpoint of increased profits.

The background is made up of a billboard cut out and set in panels. Then the bathing suits and bathing accessories were arranged in many different ways throughout the en-

In this way the store holds the interest of the young and middle-aged people throughout the entire year, as the window displays are always made just in time to meet the demand when interest is naturally awakening in that particular sport.

Send your advertisements to us for helpful criticism.

Beatty, of Illinois, Has Something to Say About Common Mistakes by Hardware Men.

Successful Clinton, Illinois, Hardware Merchant Says That Term "Gross Profit" Is One of Biggest Mistakes.

SOME business mistakes are like bad habits—they grow on one, and because they grow so slowly, they are difficult to recognize and correct. The most serious of these mistakes is in the matter of Figuring Profit.

Suppose you buy a dozen saws at \$24, less twenty-five per cent, two per cent ten days. This means that they cost you \$17.64, if you took your discount, which you should, or \$1.47 each.

Now we will suppose for a concrete example, that you sell this saw for \$2. You can readily see that the gross profit or margin would be fifty-three cents.

I object to the term Gross Profit, and much prefer to use, instead, the term Margin; for the reason that the last few years the public has become much interested and misled by the term gross profit.

The retailer has an unfortunate habit of referring to the expenses of his business, together with his net profits, as gross profits. The manufacturer, on the other hand, never mentions profits at all until all his expenses, such as rent, labor, advertising and the like, have been taken care of. They are all his cost of doing business. But the merchant uses the expression "Gross Profit" to cover not only his actual net profits, but all the costs of doing business.

I have shown that the margin on the saw is fifty-three cents, or twenty-six and one-half per cent of the selling price. I have found that many merchants do not know how to figure the per cent of margin.

This seems very simple, yet there is a great deal of confusion, and not without some reason.

You say to yourself: If I buy something for ten cents and sell it for fifteen cents, I make a margin of five cents. Inasmuch as five

cents is half of ten cents or fifty per cent, I made a margin of fifty per cent on the deal, while in reality you do not. You actually made a margin of thirty-three and one-third per cent, because margin must always be figured on selling price and not on cost.

A little thought on the matter should make it perfectly plain. You

HOW fortunate it is for us that Daniel Stern, who founded American Artisan and Hardware Record, set out with the simple idea of supplying the trade with a source of reliable information and a dependable advertising medium.

That clear-cut determination has led us to a continuation of policies that have been proven to be careful and conscientious.

The net result has been a most unusual and cordial relation between American Artisan and its advertisers and subscribers—based upon the confidence that the trade has learned to place in American Artisan. We thank you.

don't make a profit of any kind until after you have made a sale. The profit all comes out of the selling price. Therefore the percentage of profit must be figured on the selling price.

We are interested in Profits—the most vital factor in business; absolutely essential to the growth, yes, even to the existence of any business. This single item stands out, head and shoulders above the rest, as the most important figure on the dollars and cents balance sheet.

It is even more interesting from another standpoint, for it is an exact measure of the ability and efficiency of an executive. It is his score in the game of business.

Every activity of every day of our business year carries on toward this single goal, "Profit."

Let us carry this deduction further, and see just what the profit really is. We know that the margin is twenty-six and one-half per cent of the selling price, then taking the cost of doing business, from data compiled by the National Hardware Association, which shows the cost of doing business for the year 1921 as twenty-one and one-half per cent, it is easy to find the profit; since the margin is twenty-six and one-half per cent, the cost of doing business twenty-one and one-half per cent, the profit is five per cent.

What a difference in the actual profit of five per cent and what the consumer thinks when he reads a gross profit of twenty-six and one-half per cent.

When the public knows the facts, the public is always fair; therefore it seems to me that the time has come when we as an association and retailers should undertake to tell the consuming public the facts concerning the retailing of merchandise to the end that the public, knowing the facts, may be fair to the retailers.

What, if anything, is "Gross Profit?" Why is there such an astounding difference—astounding, at least, to the ultimate consumer—between the production cost of an article and its retail price over the counter? Who gets that big slice out of the consumer's dollar? Why, anyway, is a middleman? These and other questions the retailers should undertake to answer for the enlightenment of their public.

Let the public know something of the conditions under which a retail merchant does business; as a result of that knowledge the public will feel more kindly toward the retailer.

Merchandising Fundamentals are the same regardless of the kind of business to which they are applied, its size or the location of the busi-

ness. If you have a certain amount of money with which to get into business, you can only buy a certain amount of goods. But your volume of business and your net profits will depend entirely upon a true knowledge of the Fundamentals of Merchandising, and the application of that knowledge to your business.

Judge Gary Says Business Outlook Is Good and Prices Are Right.

The following is an extract from the address by Judge E. H. Gary, Chairman of the United States Steel Corporation, delivered at the recent convention of the American Iron and Steel Institute:

"As a matter of course, the public will soon discover, if it is not already generally understood, that extortionate prices for materials or labor must eventually be paid by the consumer. Every unreasonable or unfair burden in business operations must eventually fall upon the user, and the law of supply and demand will sooner or later bring about exposure and remedial action which will secure fair and proper adjustments. In this connection, it is proper, though not necessary, to suggest that the steel manufacturers, in their own interest, must not permit prices for their commodities to go above a point which is fair and unreasonable. We were for months selling our products at prices that were too low for a fair return on our investments; but at present it would seem that selling prices are about right. To the extent we believe this statement is justified we should, if possible, prevent them from going higher, notwithstanding the demand is large and urgent.

"Buildings operations, though important, are a small percentage of our business. Even though there should be no more new contracts for structural steel during the next six months, apparently the steel business taken as a whole would be satisfactory.

"When one considers the wealth, resources, increasing production and purchasing necessities of this

country, the present business outlook is good. And this is said in the face of very heavy burdens of taxation, unnecessary and unreasonable political and social agitations precipitated by those who have nothing financial at stake, the unfortunate troubles pending in foreign countries, and the bugbear of politics.

"It must be admitted that if one reads the *Congressional Record* when Congress is in session and visits the rooms of the congressional committees, where may be found organized minority groups urging propositions that have no merit, many of them with destructive tendencies, there is some ground for discouragement; but if one will turn about face and leave these circles of despondency and go out upon the farms, and in the manufactories, and along the transportation arteries, and into the active mines, one is compelled to conclude that the constructive forces of the United States are so great by comparison that the small standing army of pessimists cannot for long or to any great extent interrupt the onward march of business activity.

"There is nothing in sight to indicate that there will be a substantial diminution of the demand for finished steel in this country during the next six months, to say the least."

Automotive Equipment Association to Hold Spring Convention at Dixville Notch, June 25 to 29.

The spring meeting of the Automotive Equipment Association will be held at Dixville Notch, New Hampshire, June 25 to 29. The headquarters will be at the Balsams Hotel.

All meetings will be called to order promptly at the time scheduled and only those members who are in the convention hall when the gavel falls and at final adjournment, unless excused by the Chair, will be rewarded, as provided for in the Constitution.

Reservations for hotel, railroad and Pullman should be filed with the Commissioner's office at once to ensure desirable accommodations.

Coming Conventions

National Retail Hardware Association and American Hardware Manufacturers' Association, Richmond, Virginia, June 18, 19, 20, 21 and 22, 1923. Herbert P. Sheets, Retailers' Secretary-Treasurer, Argos, Indiana, and Frederick D. Mitchell, Secretary-Treasurer, Manufacturers, 1819 Broadway, New York City.

Texas Association of Sheet Metal Contractors, Dallas, June 21 and 22. J. O. Walsh, 1216 Commerce Street, San Antonio, Secretary.

Western Warm Air Furnace and Supply Association, Statler Hotel, St. Louis, Missouri, June 25, 1923. J. H. Hussie, Secretary, 2407 Cumming Street, Omaha, Nebraska.

Missouri Sheet Metal Contractors' Association, Statler Hotel, St. Louis, Missouri, June 25, 1923. Otto E. Scheske, Secretary, 3818 Maffitt Avenue, St. Louis, Missouri.

The National Association of Sheet Metal Contractors, St. Louis, Missouri, June 25 to 29, 1923. E. B. Langenberg, Secretary of St. Louis Convention Committee, 4057 Forest Park Boulevard, St. Louis Missouri; E. L. Seabrook, 608 Chestnut Street, Philadelphia, Secretary.

Ohio Sheet Metal Contractors' Association, Hotel Gibson, Cincinnati, Ohio, July 17, 18 and 19, 1923. William Miller, Secretary, Dayton, Ohio.

Sheet Metal Contractors' Association of Pennsylvania, Hotel Allen, Allentown, Pennsylvania, July 26 and 27, 1923. W. F. Angermeyer, Secretary, 714 Homewood Avenue, Pittsburgh, Pennsylvania.

The West Virginia Retail Hardware Association, Convention and Exhibit, Huntington, West Virginia, January 15 to 18, 1924. James B. Carson, Secretary-Treasurer, 1001 Schwind Building, Dayton, Ohio.

The Ohio Hardware Association, Convention and Exhibit, Cincinnati, Ohio, February 19 to 22, 1924. James B. Carson, Secretary-Treasurer, 1001 Schwind Building, Dayton, Ohio.

Retail Hardware Doings

Illinois.

J. Lewis Davis of Sullivan has purchased a hardware business in Gays.

Minnesota.

Goetz and Carpenter have purchased the hardware stock of R. V. Murray at Plainview.

Missouri.

John J. Curry has purchased stock in the Callaway Hardware Company of Fulton. The others owning stock in the Company are W. F. and Guy McClure and Jesse McPherson.

Ohio.

Jack Miller has purchased the hardware business of Clodwick Brothers at Sullivan.

A deal has been completed whereby Solomon Brothers of Lima have taken over the Union Hardware Company, 330 North Main Street, Delphos, from John and Isadore Wolte, who received in the deal a farm.

Prepare to "Swat" the Fly, Because He'll Soon Be With Us a Million Strong.

Don't Wait Until They Come Flying and Announce Themselves—Advertise Screen Wire Now.

HOLD tight to the sides! We're approaching that sharp curve in the road of commerce which will suddenly precipitate us into the midst of warm weather and summer.

Then the odors from the kitchen will attract flies by the millions. Now is the time to warn your patrons that their screen doors and windows need repairing. Don't delay longer. Prepare your advertising copy at once!

There is an abundance of material that can be used in advertising screens and screen doors, fly swatters, etc.

In this advertising emphasis should be placed upon the fact that flies and other vermin carry disease germs and the necessity of keeping them out of places where foodstuffs are prepared for the table and also where they are stored.

Complete analysis of the manner in which flies carry germs can be had from almost any book on hygiene.

There is no more effective way to create a market for your product than to show your prospective customers how the articles you are advertising can be used to add to their convenience and comfort.

People do not always know just what they want. They have got to have their attention called to the things that you want to sell them at the time when those articles will prove of the greatest value to them. If a person has once used the article, he has become accustomed to having that convenience which the article produced and will most likely be in the market for another when the one he has wears out. But you have got to educate him into the use of the article in most cases before he will be in the market for it at all.

There are a few people, a certain small class whom we may call the Joneses, who are constantly on the

lookout for everything new; they are the first to pick up the new styles and modes, but the Jones family are in the minority when it comes to changing habits.

It's up to you, Mr. Hardware Dealer, to go out and tell the people that they are going to need screen doors and windows and that they're going to need them soon.

Along with the screen door comes the refrigerator. In advertising the refrigerator you have an excellent chance to educate the public to the necessity of keeping foods, such as butter, eggs and milk, at a certain temperature in order to prevent the bacteria from forming.

Make your copy impressive and positive. Call attention to the need of your products with some short, catchy phrase and then make use of the known facts concerning the fly as a germ carrier and how to exterminate it.

In this way you will be doing a real service to your community; and real service is always recognized and rewarded. Don't permit this golden opportunity to slip away unheeded. Sit right down and "dope" out some real live advertising and get that screen wire moving.

Stove Salesmen of Pennsylvania Will Hold Annual Outing Saturday, June 16th.

James R. Wotherspoon, Chairman of the Entertainment Committee of the Stove Salesmen's Association of Pennsylvania, announces that the annual outing of the organization will take place on Saturday, June 16, the place being Evergreen Farm, at Roosevelt Boulevard and Welsh Road, West Philadelphia.

If you desire to go in the morning, automobiles will be waiting on the north side of Arch Street and Broad at 10:30 a. m. In the afternoon, at the same place, you will be motored out at 2:30 o'clock. If

this is not convenient, take the Frankford Elevated trains (make sure to ask for a transfer), get off at Margaret Street, take Bustleton cars, get off at Jackson Street, and walk two blocks east.

The cost to each member is \$3.00 (guests, \$3.50).

Reservations should be mailed to Secretary James McGaw, 2213 Cumberland Street, not later than Wednesday, June 13.

New Clark Jewel Gas Stove and Lorain Oven Heat Regulator Catalogue Out.

The George M. Clark & Company, Division of American Stove Company, 179 North Michigan Avenue, Chicago, has issued its 1923 Clark Jewel Gas Stove and Lorain Heat Regulator catalogue No. 119.

The booklet is 9x5 inches over all; it has seventy-two pages, including covers, and is printed upon a good grade of paper, which makes the cuts appear as near to the natural color as is possible with ink.

The fore part of the pamphlet is utilized in describing and explaining the Lorain Oven Heat Regulator, with which the Clark Jewel ranges are equipped. Considerable space is given to the explanation of air mixers and burners.

Following this, the various types of Clark Jewel ranges are taken up and dealt with. Then come the heaters, water heaters, table stoves, gas plates, cake bakers and ovens. Flue pipe, collars and elbows, stove pedestals and repairs are given some prominence.

The Company also states in the catalogue that it is prepared to furnish circulars, cook books, signs for walls or windows, street car cards, lantern slides and electrotypes for newspaper advertising, etc., upon request. A number of the cuts available for advertising purposes are depicted on the last pages of the catalogue.

The clerk who finds out and tells the manager why his customers came there to buy will help make it possible to bring more trade.

Local Advertising Copy Must Attract Attention, Excite Interest, Create Desire and Carry a Specific, Definite Price.

Increase the Pulling Power of Your Advertising Copy by Knowing Your Merchandise, and Knowing What Method of Appeal Will Draw the Largest Number of Prospects Into Your Store.

TAKING advantage of a newspaper article about the building of a fine residence, an illustration of

the sentence: "Our third carload is on the way now since February," conveys an entirely different mean-

ingly wanted to say that the store was already receiving its third carload since the selling began in February, but the person reading this sentence would be led to believe that the third carload had been ordered in February and had not yet been received, which would cause him to hesitate about buying. In the next sentence: "Pick yours out now and never be sorry," is not a good sentence and could be much improved. In this sentence it would appear that the antecedent of "yours" is carload; whereas in reality this is not the case at all, as the antecedent of "yours," as well as that of carload, is the oven heat regulator.

In making up your advertising copy do not attempt to write it yourself if you are "rusty" on your English. Be sure that your sentences convey the impression that you had in mind, then make them positive. Repeat the name of the object rather than separate your antecedents too far from the noun, so that there will be no misunderstanding.

RUSSWIN HARDWARE

The finest finishing hardware
made was used in the

O. B. ILES HOME

A photograph of which is
shown on this page

VONNEGUT HARDWARE CO.
120-124 E. Wash. St.

which was shown, the Vonnegut Hardware Company of Indianapolis, Indiana, ran an ad in the *News* which called attention to the fact that this store supplied the finishing hardware.

This is a timely application, and sound advertising.

Attention should be called particularly to the type dress used. It is clear, dignified, and with the aid of the border used, imparts to the reader a sense of the qualities of endurance, handsomeness and utility which "finest finishing hardware" possesses.

* * *

The accompanying advertisement is a reprint of the advertising copy of Paul & Post, the Big Hardware.

There are some inaccuracies in the use of English in this ad that would possibly lead to confusion, or at least to misunderstanding. In

ing to the reader than that intended. The man who wrote the copy evi-



LORAIN

Oven Heat Regulator

Has won the day. To buy a stove today without this wonderful equipment is like buying an automobile without a self starter.

Our third carload is on the way now since February. Pick yours out now and never be sorry. If you have a New Process equipped with Lorain you can spend your hours calling on your friends or playing golf. You can forget about what's in the oven.

PAUL & POST, The Big Hardware.

Underlying Business Sentiment Continues to Improve; Agricultural Purchases Are Large; Labor Shortage Somewhat Relieved.

Consumption of Non-Ferrous Metals Still Heavy — Metal Market Generally Quiet—Copper Somewhat Firmer.

A NATION-WIDE observation shows clearly that in production there is still considerable activity in many basic commodities, but with a tendency to slowing down.

The period of hesitation is regarded as a breathing spell, and a halting of a tendency which, if unrestrained, might have seriously affected our condition and placed a burden on transportation companies beyond their abilities.

The credit situation is absolutely sound and there is justification for nothing but optimism as to the future of business, according to the June monthly letter of Secretary-Treasurer J. H. Tregoe to commercial and banking managers who represent their concerns in the National Association of Credit Men. Mr. Tregoe says that a sifting process is going on, a separating of the sheep from the goats. Skillful business administration is meeting present emergencies, while enterprises unskillfully administered are going under or finding it extremely difficult to come through with a profit.

Freight car loadings during the week of May 26 totaled 1,014,029 cars. This figure has never been reached before except in the autumn at the height of the crop movement; in fact, it has been reached only seven times, twice last October and five times in 1920. But in only two of these previous weeks was the present total exceeded. It is the first time the 1,000,000 car mark has been attained this year and exceeded the total for any previous week in any May by about 13 per cent.

The current figures show that practically all commodities, except coke, were moved in greater quantities than in any previous week this year. Merchandise and mis-

cellaneous freight filled 590,180 cars, or more than half of the total. Coal required 192,092 cars.

Buying metals in non-ferrous in the past two months has been far behind the current consuming rate and as there have been no signs of reduction in manufacturing consumption, renewed buying of metals and metal products on a larger scale has been expected almost momentarily. In general the slackening in demand and the price reaction of the past two months is regarded as having been beneficial to the metal industries.

Copper.

Electrolytic copper sold down to 14.75 cents delivered, last week, then recovered to 15 cents, delivered.

Casting copper dropped to 14.50 cents, then recovered to 14.62½ cents, refinery. Copper and brass rolled and drawn products prices have not changed this week.

Producers are holding a little more firmly, being unwilling to shade 15.00 cents delivered for substantial amounts of 15.12½ cents delivered for small lots. One interest which recently shaded 15.00 cents delivered, now apparently is holding firmly at 15.00 cents. Nearly all the large domestic consumers have copper due them for this month's shipment in ample amount to meet requirements, while some of them have purchased for delivery in July and August.

Tin.

Domestic tin market is also quiet but firm and the holders of spot tin are again asking a premium of about ¼ cent per lb.

Straits closed at 42 cents but later deliveries and all positions of Straits

shipments closed at about 41¾ cents.

There may have been some shading of this latter price for far distant futures. In fact some sales of Straits shipments, June-July position, were effected at as low as 41.60 cents a pound.

Straits for June delivery was sold at 41.80 cents. The market is inactive and drifting.

Lead.

The leading interest continues to quote 7.25 cents and the independents 7.35 cents New York, while St. Louis is firm as 7.05 cents a pound.

A decrease in business is reported by paint manufacturers. There were 500 tons of lead imported from Mexico June 5.

Producers report a fair condition of demand for June and July shipment, notwithstanding the conservatism with which buyers were making their contracts.

St. Louis quotations for prompt lead were 7.00 to 7.05; June, 7.00 to 7.05; July, 7.00 to 7.05 cents.

Zinc.

There was very little demand for zinc of any sort, but at present a fairly steady condition. Producers are not disposed to press for future business at present figures which they claim afford little or no margin for smelting.

East St. Louis quotes prompt shipment at 6.35 to 6.40 cents; June, 6.35 to 6.40 cents; July, 6.32½ to 6.37½ cents; August, 6.32½ to 6.37½ cents; September, 6.30 to 6.35 cents.

Solder.

Chicago warehouse prices on solder are as follows: Warranted 50-50, \$27.25; Commercial 45-55, \$26.25, and Plumbers', \$23.00.

Tin Plate.

The tin plate market is not exactly active and it is not exactly inactive. There is a moderate demand for export tin plate and on the whole there has lately been a particularly heavy call for oil plates for exporting oil. There has been a moderate demand for general line plates.

In other quarters the opinion is expressed that these buyers have fully covered their requirements and will need all they have bought only in case all the crops individually turn out as well as expected.

None can do much better, while the chances naturally are that something will go wrong with one crop or another.

Most mills have made allowance for their outputs being somewhat reduced by hot weather to say the middle of August. The market is likewise equalized, for the mills are very firm at the \$5.50 price and would not shade it by the smallest fraction and on the other hand the average large buyer refuses to pay more than \$5.50.

Occasional buyers are likely to pay a premium as they usually do unless the market is in bad shape. The large buyers think the advance from \$4.75 to \$5.50 was ample.

There has been an increase in the prices of coke plates and terne plates, as shown by our metal price list on another page of this issue.

Sheets.

Booked up as Pittsburgh sheets producers are on certain grades and sizes so that output for several months already is pledged, based on present operating schedules, they are optimistic concerning the future.

Prices from 5.00 cents, base Pittsburgh, the American Sheet & Tin Plate Company level, up to 5.25 are encountered.

No further weakness is manifested in the black sheet market and while a buyer or two recently obtained tonnages at 3.75 cents, Pittsburgh, in the Youngstown, Ohio, territory, this is not thought to be possible, notwithstanding the over production of black sheets, the market on which is 3.85 cents.

Diversified lines of industry are represented in the buying of the black grade.

Commitments in blue annealed are particularly heavy and some of the obligations cannot be discharged until September or October.

From 3.00 cents to 3.35 cents continues to represent the market. Buying of full finished automobile sheets likewise has totaled high so that many orders cannot be executed for many weeks. More purchases are scheduled to be made this week and next, since the curtailment of auto-

mobile production is but slight and commensurate with the usual slackening during the summer months.

In the Detroit district for instance, it amounts to about 10 per cent which means little or nothing in the way of curtailed sheet buying. From 5.35 cents to 5.70 cents still is quoted on full finished automobile sheets. Many shipments of hot mill products, largely sheets, while not as heavy as March, are heavier than any previous May on record for representative sheet producers here, by several thousand tons.

Pig Iron Market Quiet and Weak, Except at Chicago Where Firmness Prevails.

***Output in Tons for May Exceeds That for April
—Freight Car Loadings Set New High Mark.***

TWO of the basic industries whose operations are classed among the traditional "trade barometers" produced remarkable news this week. It was news that is directly contradictory to talk of "slackening business" which was recently so prevalent.

Pig iron production in May broke all previous records, not excepting the abnormal output of wartime. This record bespeaks the activity of the steel industry.

Freight car loadings for the week ended May 26 set a new high mark for the season and the total has been exceeded in only two previous weeks in railroad history.

This record emphasizes the steady movement of goods into consumers' hands as well as the brighter prospects of the railroads.

Pig iron production last month was 3,867,694 gross tons, or 124,764 tons a day. The April output, which marked the previous high record, was 3,549,736 gross tons, or 118,324 tons a day.

The pig iron market continued quiet and weak and prices were still on the downward path on June 6. While No. 2 foundry was still held at \$29 a ton, valley furnace makers in Eastern Pennsylvania were offering No. 2 plain at as low as \$28.

Sales in the Buffalo district have recently been made at from \$28.50 to \$29 furnace but it is reported, although not verified, that some tonnage has been sold at \$28.

The offering is small but in a dull market is enough to affect the general quotation. The pig iron averages for May, as computed by W. P. Snyder & Company, were \$30.10 for Bessemer and \$28.056 for basic valley furnaces, which compares with \$31 for both grades in April, \$33.50 and \$32.93 for Bessemer and basic respectively at the recent peak in September, 1922, and \$19.50 and \$17.75 respectively for the low in February, 1922.

No decrease in production of pig iron is noted in the Birmingham district. No apprehension is expressed by southern furnace interests as to the general market conditions, and it is denied that sales have been made in this territory under \$27 base for No. 2 foundry iron. The belief is that a few resale lots at \$26 and some sales of off-grade iron at \$25 have been misinterpreted.

Third quarter inquiry and buying are increasing gradually at Chicago. This market holds firmly at \$32, in spite of the weakness of other centers. Deliveries are being urged.